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

Jan 15, 2007 Issue #177 ISSN: #1527-3105

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

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*"Mother's of teens know why animals eat their young"*

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 in box 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!

Don't look now but it's Monday again. Don't you just hate when that happens? Instead of looking at it as the beginning of another work week think of it as an opportunity to get back to all of those unfinished projects you've been working on. Of course, this being the beginning of 2007 you've got a whole new year to get new things launched and completed. I'm not sure why a date on a calendar inspires people, I mean we're always free to begin again every morning, why wait for a date change.

It's starting to feel as if I live in Seattle lately. We've had nothing but rain and more rain along with dark angry skies. Perfect if you're a duck or you'd like to stay in bed all day and watch movies, a luxury the majority of us can't afford. But we could be knee deep in snow being mid January so I guess if you look at it that way the rain doesn't seem so bad after all. I'm sure it will do a lot for the suicide rate though <LOL>

Did I tell you I've been babysitting another dog. For those of you who are new I have two dogs of my own, Gia (Italian Greyhound) and Dakota (Min Pin). I was asked by a family member to take on a "Toy Fox Terrier" while they are between places to live. He's a cute little guy and his name is "Baxter". Of course, we like to put a twist on that name, think of what it rhymes with. <grin> He's a good little dog, really pretty smart and at 5 months has the going to the bathroom thing outside down. My own dogs never caught on that quickly. He's been here about 3.5 weeks and I'm not sure how much longer he'll be here, but Gia is enjoying it. The two of them rip and race through the house all day long. I think she thinks of him as some kind of brand new toy for her enjoyment. She'll be sad when he leaves.

I know I've been a bit sporadic when it comes to publishing this ezine, but one of my resolutions was to get back on track. I've always enjoyed finding all of the goodies I do and sharing them with you. Hopefully, you've missed receiving them.

Want to see a guy with way too much time on his hands?

<http://tinyurl.com/y9wlky>

If you'd like to leave your comments or have a question or problem post em on the board.

<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/>

**\*\*Win a F-R-E-E Ad Here\*\***

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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.

Today's winner for a f-r-e-e ad is ...  
Peter Smirknoff

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<mailto:addmetothelist@merlesworld.com?subject=ADDME>

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

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### 1. NEWS FROM THE NET

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Paypal Introduces Security Keys

<https://www.paypal.com/eBay/securitykey>

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How to Remove Internet Explorer 7.0

<http://tinyurl.com/yg56pv>

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Adobe Patches Acrobat Security Flaw

<http://tinyurl.com/yav262>

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Apple iPhone Expected To Spur Mobile Marketing

<http://tinyurl.com/yddxpw>

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110th Congress Wastes No Time On Net Neutrality

<http://tinyurl.com/yl5889>

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Yahoo Buys Networking Site For Blog Junkies

<http://tinyurl.com/ykvdd6>

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Internet toll lanes appear less likely

<http://tinyurl.com/yg2uzh>

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Google Extends Newspaper Program

<http://tinyurl.com/yl5n3v>

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## **Get Better Results with AdSense**

This brand new guide by "Kidino" is excellent. In PDF format and slightly over 40 pages it's loaded with straightforward information from how to come up with ideas for your website, where to get content, increasing the CTR of your AdSense ads and more.

<http://www.mcpromotions.com/adsense-ebook/index.html>

## **2. FEATURE ARTICLE**

### ***"Temporary Partnerships are a Good Thing Online"***

By Merle <http://MCPromotionsPress.com>

If you do business online long enough, you'll come to the understanding that to succeed on the Internet you need "leverage." In this instance, "leverage" means utilizing other people and their resources to help promote your products and services. Why would they want to help you? For a percentage, or cut of the profits of course. You increase your sales, they earn cash. This is known online as a "joint venture."

So how do you find people to joint venture with? Many places really. You can search on forums and discussion boards, read ezines or conduct searches on search engines for businesses similar to yours. You don't want to "get in bed" with the competition so to speak, rather those who have a similar "target market" as you.

So what do other online business entrepreneurs have that you can use? Their very own opt-in lists, of course. Imagine your offer being sent to thousands of people for no charge. Now that's a good investment. You want to choose ezine publishers who have a good relationship with their subscribers and have built a level of trust. You find them by subscribing to other newsletters that are related to your business.

Once you've identified your likely joint venture partners, email them your proposal. Make sure it sounds enticing and perhaps offer them a free copy of whatever it is you want them to promote. This can also help you to build a list of testimonials for your website sales page.

It may take you a while to build a quality list of partners, so you'll want to keep it handy for future use. You don't want to have to do all of the same research over again.

Make sure you make it easy for them to participate by offering ready sales copy, ads, and or buttons and banners. The less work your partners have to do, the more likely they will want to be included.

If you're new to the idea of joint ventures there are plenty of resources online to assist you.

1) <http://JVBroker.com> - A course to take you by the hand and teach you the steps of JV brokering.

2) <http://InstantJVLetters.com>- Easily create joint venture letters with this product.

3) <http://JVSecretsRevealed.com>- An official course on joint ventures with partnering agreements, JV contracts, case studies, proposal letters and more.

4) <http://JVAlert.com>- A member exclusive joint venture system allowing you to form joint ventures with some of the best Internet marketers and affiliates.

5) <http://ThinkJointVentures.com>- Plenty of JV resources that should keep you busy for hours.

6) <http://RealJointVentureSuccess.com>  
A manual that explains how to get JV partners, especially for niches.

Joint ventures are a powerful way to promote your products/services and many of the more famous online marketers use them on a regular basis to keep their names out in the forefront. You don't have to be big and powerful to use

them, just know how to get other people interested in partnering up with you, then watch your business grow. It's a win-win situation for everyone involved.

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Merle of WebSiteTrafficPlan.com offers a F-r-e-e ebook and an e-course that will teach you how to promote and market your website. Grab your copy now at <http://WebSiteTrafficPlan.com>

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### **3. WEBMASTER RESOURCES**

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#### **Quality Domains for Sale**

Over 1,000 domain names for sale that would be of interest to anyone marketing on the Web.

<http://www.IMDomainNames.com>

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#### **SEO Toolset**

Bookmark this site loaded with tools for optimizing your site for the search engines. Things like backlink builder, keyword density checker and search engine spider simulator and a lot more.

<http://www.webconfs.com>

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#### **BoxOver**

"BoxOver uses javascript / DHTML to show tooltips on a website. Implementation of the tooltips, however, requires no knowledge of DHTML or javascript. "

<http://boxover.swazz.org/>

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**Tip**

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**Internet Explorer**

If you need help customizing IE to do what you want it to do don't miss this full page of options:

<http://www.mvps.org/winhelp2002/ietips.htm>

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**4. PROMOTIONAL RESOURCES**

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**Book Crossing**

An interesting concept in book sharing."Grab a book or two from your shelves now (they're not doing anyone any good there, are they?), register them at this site, jot down their URL and the BCID they'll give you inside the covers, and then give them away or leave them where someone will find them."

<http://www.bookcrossing.com/home>

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**Website Design**

Important factors you need to consider when putting together your website.

[http://www.useit.com/alertbox/design\\_priorities.html](http://www.useit.com/alertbox/design_priorities.html)

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Until recently to really make big bucks online and get the most out of your business, you would have to pay high monthly fees for online tools, such as auto-responders, affiliate tracking, email marketing etc.

However thanks to this great new web site I found called Hypershoppingcart.com

<https://paydotcom.com/r/5328/msmerle/181871/>



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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.

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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>

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## 6. JUST FOR FUN OR USEFUL

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### How to Access Blocked Content

Don't you hate it when you're at work having a typical boring day and you decide to surf the web, you type in the url and bam, you get the dreaded 'this site has been blocked' message. I hate when that happens. If you'd like to know how to get around these blockages read over this list of tips. Your boss can thank me for it later <grin>

<http://tinyurl.com/wcqth>

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### PhotoBucket

"Photobucket provides free video and photo sharing. Easily host and link your images and videos to social networks, auction sites, blogs, and message boards. Photobucket is reliable and very easy to use. "

<http://photobucket.com/>

## **Axcess My Pics**

A fun free service if you're an Alltel cell phone user. Upload your photos from your phone or computer, create your own Blog, send picture messages and much more.

<http://www.axcessmypics.com>

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## **Top Super Affiliates**

Teach You How to Be Top Marketer

<http://www.affiliatemarketingintensive.com/?invite=2305>

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

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### **Free FTC Legal Guide For Online Businesses**

In PDF format at 40 pages loaded with helpful information on topics you need to know about if you're running an online biz. Written by Michael Young an Attorney and Counselor at Law.

[http://www.mcpromotions.com/ebooks/FTC\\_book.pdf](http://www.mcpromotions.com/ebooks/FTC_book.pdf)

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### **"From eBay Zero To eBay Hero"**

Claim Your Free 50 Page Training Manual And Learn How You Can Quickly Start & Grow Your Own Home Based eBay Business! Written by Mike Enos a real live Ebay expert.

[http://www.mcpromotions.com/ebooks/eBayZeroToHero\\_merle.pdf](http://www.mcpromotions.com/ebooks/eBayZeroToHero_merle.pdf)

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

### **Firefox Addons**

Firefox has really become a popular browser. Many die hard IE fans have made the switch. The fun thing about Firefox is all of the free add ons it has. So many downloads so little time.

<https://addons.mozilla.org/firefox/recommended/>

### ----- **Ask It Online**

"A cutting edge online tool that allows you to efficiently create surveys and have others take them online using features like: Drag & drop interface , Numerous themes to choose from, or create your own! Cross-platform support Free & paid options."

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

### ----- **Firebug**

"Integrates with Firefox to put a wealth of development tools at your fingertips while you browse. You can edit, debug, and monitor CSS, HTML, and JavaScript live in any web page." The best part of course is the price tag, fr-ee.

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

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### **Instant Article Submitter**

Instant Article Submitter is an easy-to-download PC software you can run right on your computer. It submits to the major directories (most with high page-rank) so you get maximum exposure without having to labor for days on end.

<http://tinyurl.com/y8fome>

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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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If you are not a subscriber and would like to be send <mailto:subscribe@merlesworld.com>  
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For great web hosting or if you're in need of a programmer contact <mailto:DavidBlack@sitedesignandhosting>  
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Tell him "Merle" sent ya.

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<mailto:testimonials@MerlesWorld.com?subject=testimonial>

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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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