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

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Companion Blog <http://Merlesworld.Blogspot.com/>

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"A clean desk is a sign of a cluttered desk drawer"

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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Hurry and grab yours now as the price is going up today every hour...It started at 7.00- Sell one copy and earn your money back instantly.

<http://tinyurl.com/39papw>

<http://7DollarOffers.com/?e=merle@ebookcybercafe.com>

Do you love animals as much as I do?

Don't even think about buying real fur again until you watch this Peta video and see where it really comes from. Thousands of animals are killed and tortured in the name of fashion. It's all very sad.

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

Enough whining for now.....enjoy!

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 w!nner for a f-r-e-e ad is ...
Mary Simpson

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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<http://www.MCPromotions.com>

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1. NEWS FROM THE NET

Pausing Keywords, Ads New Feature at Google Adwords
<http://tinyurl.com/yvaosa>

Tips for Feed Publishers from Google
<http://www.google.com/help/reader/publishers.html>

Google to Update Ad Quality Scoring
<http://www.clickz.com/showPage.html?page=3624993>

Google Makes Improvements to Referral Programs
<http://tinyurl.com/yttb5t>

Google News Guilty of Copyright Violation
<http://www.pcworld.com/article/id,128985/article.html>

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Want to Start Your own Membership Site?

This report eliminates all the guesswork and walks you through the steps needed to get your own membership site up and running quickly. It's called-

"Hot News: Guru Marketing Tactic Reveals Huge Income Plan"

Download it now, complete with resell rights for only 9.97.

<http://tinyurl.com/ywmbeo>

2. FEATURE ARTICLE

"How to Make More Money With Information Products Than Ever Before By Using Three Powerful NO COST Tools"

By Jimmy D. Brown of Small Reports Fortune

.....

It's all under your control.

If you sell information products and want to make more money with them, there's good news:

It's all under your control.

That's right, you can make more money with your information products simply by doing something that you have the power to do.

It's not dependent upon anyone else. It's up to you.

Let me explain

While there are a lot of different aspects of selling information products, there are really only two ways to make more money with them

Sell More

Refund Less

Really, it's pretty much that simple.

In order to make more money with information products you need to either SELL MORE or REFUND LESS.

Or, better still, do BOTH.

Now, in the many years I've been selling information products, I've found there are three powerful tools that will help you do just that.

You can use these three tools to SELL MORE by using them on your classified ads, solo mailings, sales letters, autoresponder messages and virtually any sales tool.

You can also use these three tools to REFUND LESS by applying them to the information products you create.

Care to find out what they are?

Read on

*** Three Powerful Tools ***

What makes these tools so powerful is a combination of important benefits

- * They don't cost a penny to use.
- * They work over and over again.
- * They are under your control.

In fact, you already have them.

These three powerful tools are WAYS TO USE WORDS.

Tool #1. Education. When it comes to information products, nothing comes close to the power and profitability of educating your readers.

I'm talking the distance between the planet Pluto and the computer screen you're now staring at.

Not even remotely close.

Content is king. Nobody else gets to wear the crown or sit on the throne. Content rules the land of information products.

So, first things first, you gotta give your readers information that educates them. You gotta teach them something.

Do this in your promotion tools (ezine articles, reports, sales letters, etc.) and you'll have readers thinking This person knows something- I better take a closer look.

You'll SELL MORE.

Educate customers in your information products and show them how to produce results in their own lives and you'll make them happy, satisfied customers.

You'll REFUND LESS.

Tool #2. Entertainment. To be completely honest, it's not enough to solely provide content. Even if it's good content, that won't always get the job done.

Think of it this way: your high school civics teacher provided you with (too much) content in a single 55-minute class, but would you really buy anything from him?

Maybe a hall pass or a set of earplugs, but that's about it. :o)

Nobody likes to read BORING content. We turn off boring television programs, we fall asleep reading boring books and we keep our credit cards tucked firmly inside our pockets when we read boring sales letters, ezine articles, solo mailings or special reports.

Make it fun. Make it entertaining. And you can do that by using

- * Illustrations
- * Funny stories
- * Analogies
- * Outrageous statements

I once wrote an article entitled I'll Swallow A Live Grasshopper If This Doesn't Boost Your Website Traffic.

Do you think anyone read it?

Ask yourself this: would YOU like to read it?

We love to have a good time, and there's no reason why you shouldn't apply that reasoning to your writing.

Keep readers interested as they consume your promotion materials by entertaining them.

You'll SELL MORE.

Help customers enjoy reading page after page of your product by entertaining them.

You'll REFUND LESS.

When you add entertainment to education, you'll make more money with information products faster than you can say LIVE GRASSHOPPER. :o)

Tool #3. Emotion. Whether it's outrage over an injustice, excitement over a success or piqued interest over a possibility, our emotions drive us.

Few decisions are based on intelligent analysis, but rather on emotional response. Few actions are based on accurate data, but rather on impulsive feelings.

We are emotional people. And there is no stronger proof of that than to watch what we do and to listen to what we say.

Your job is to get us emotional. Fill us with hope. Empower us. Give us courage. Motivate us. Issue a challenge. Inspire. Get us to do something.

That's what we really want. More than education, more than entertainment we want someone to compel us to do something to make our lives better.

And the power and profits go to the ones who can do that.

Fill readers with hope and expectation with your marketing materials.

You'll SELL MORE.

Give your customers confidence and enthusiasm as they read chapter after chapter of your information product.

You'll REFUND LESS.

*** Conclusion ***

If you want to make more money with information products, then you CAN do it. You're in charge. It's under your control.

Education.
Entertainment.
Emotion.

Three powerful tools that lead to incredible profits.

But, only if you use them.

Some will read this article and discard it like they have done with countless others.

And some will get busy.

I think you'll be one of the few who will make more money.

Prove me right.

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Jimmy D. Brown is the author of "Small Reports Fortune" - if you can write 7-15 page small reports, you can earn a living online working just a few hours each week from your home. Look for his EXCLUSIVE formula "Creating A Six-Figure Income With Small Reports" at <http://tinyurl.com/ytfjbt>

3. WEBMASTER RESOURCES

WidgetBox

Widgetbox is a directory and syndication platform for web widgets for blogs and other web pages. Their widgets work with TypePad, WordPress, Blogger, MySpace as well as most other blogs, sidebars or websites. Get some for your site.

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

Photoshop Tutorials

Tutorials that cover the basics for the selection tools, layers and Photo Re-touching. If you need help with your Photoshop skills print these PDF's out and give a read.

<http://web.image.ufl.edu/help/photoshop/internal.shtml>

Icon Maker

"This web application allows creation of 16x16 icons (favicons) using simple drawing tools."

http://www.rw-designer.com/online_icon_maker.php

Fr-ee CSS Video

Purchase the whole course or download the free video. In this introductory video, you'll learn about how CSS changes the way you design web sites.

<http://www.sitepoint.com/videos/videocss1/>

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Tip

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Paypal 15.00 Rebate

Make a purchase of 30.00 or more using Paypal between Feb 8th and March 31st and get a 15.00 rebate. You must sign up here first before making your purchase. The \$15.00 USD rebate will be deposited into your PayPal account by May 28,2007.

Limit one rebate per Paypal acct.

<http://tinyurl.com/27cjma>

4. PROMOTIONAL RESOURCES

Google Adwords Beta

Testing cost-per-click (CPC) bidding for site-targeted campaigns- If interested in being part go to-

http://services.google.com/ads_inquiry/cpc_sitetargeting

Google News

Have a news source you want included in Google News? You can submit yours or someone else's site here.

<http://www.google.com/support/news/bin/request.py>

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Can You Write a 7 Page Report

If You Can Write 7-15 Page Reports, Then You Can Make A Living Online Working Just A Few Hours Each Week From The Comfort Of Your Home. Find out how in this free report

<http://infoprofitshare.com/go.php?offer=dakota6969&pid=5>

5. OTHER EZINES OF INTEREST

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>

6. JUST FOR FUN OR USEFUL

Block Posters

Make full size wall posters from an image you upload. Chops up your photo then gives you the image in PDF so you can print it out and piece it together on your wall. Very cool.

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

You Park Like An As*hole

The name of this site tells it all. Ever get sick of the way some people park? How about the ones who feel entitled to take up two spots or the one that parks 1/8 inch off your back end? Tell em how you feel with these PDF's you print that tell the message way better then you ever could yourself. Hilarious.

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

Empressr

Now anyone can create rich media presentations right online and share them with others. No charge so you can't beat the price. You can even embed what you create in your blog or website.

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

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7. E BOOKS AND THINGS OF INTEREST TO EZINE PUBLISHERS

Free Report

5 Steps to a Big Profit Report: Can You Write a 7 Page Report? If You Can Write 7-15 Page Reports, Then You Can Make A Living Online Working Just A Few Hours Each Week From The Comfort Of Your Home. Find out how in this free report. Download it and give it away from your own site.

<http://www.merlesworld.com/5steps.pdf>

10 Graphic Design Mistakes

I've got a 19 page special PDF report for you today called "How To Avoid The Top 10 Design Mistakes When Creating Web Pages, Affiliate Pre-Sell Pages, Landin Pages and Sales Pages. Excellent information, even I learned a few things from this one.

Download your PDF copy now at:

<http://www.merlesworld.com/e-books/top10.pdf>

8. FREeware- SHAREWARE- TRIALS TO DOWNLOAD

FeedReader

A lightweight free aggregator that supports all major RSS/ATOM formats. I use this software to subscribe to RSS feeds and I love it.

<http://fileforum.betanews.com/detail/1027544364/1>

Xenu Link Sleuth

Xenu's Link Sleuth (TM) checks Web sites for broken links. If you have more than a few pages on your websites you should test periodically for broken links.

<http://home.snafu.de/tilman/xenulink.html>

FileZilla

"FileZilla is a fast FTP and SFTP client for Windows with a lot of features. FileZilla Server is a reliable FTP server. "

<http://sourceforge.net/projects/filezilla/>

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I Think You'll Really Like This..

"7.00 Secrets- Report"

Trying to break into creating your own informational products? Having problems selling the ones you've already created?

Need a way to boost your conversion rates AND your profits? How this guy made over \$3,000 in just 7 days by selling a 30 page report for \$7.

Take a look at this, and download the ebook and the scripts he uses all for only 7.00.

You don't want to miss out on this.

<http://tinyurl.com/yp2wtn>

9.IMPORTANT STUFF

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

For advertising rates for this ezine visit this page to place an order <http://www.merlesworld.com/advertising.htm>
Current subscriber base is around 2,300

Grab our RSS Feed to be notified of new issues as they are posted online
http://www.merlesworld.com/archives/MM_Ezine.xml
For even more RSS Subscription Options use this
<http://www.feedpass.com/MerlesMission>

If you would like to be taken off our mailing list use the link below -AOL users will need to cut and paste it into their browsers. If you have any problems use this mailto:TakeOff@merlesworld.com?subject=TAKEOFF

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

For great web hosting or if you're in need of a programmer contact mailto:DavidBlack@sitedesignandhosting He's wonderful and an expert at what he does. Tell him "Merle" sent ya.

Please Send Over Your Comments

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mailto:testimonials@MerlesWorld.com?subject=testimonial
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I Need Your Help Please

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<http://www.AdvancedSurvey.com/> when there put 8243 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 10441 in the box.

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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