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1) EDITORIAL from Merle
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If you like gray skies, rainy, snowy weather and lots of gloom and doom just come to Ohio. We seem to have plenty of all of the above lately. It wouldn't be so bad if the sun came out but we go for days without even one little ray peeping out between the clouds. It's great for setting the mood for suicide other than that it's hard to get motivated. But it is what it is and until I move or global warming changes things I guess I'm stuck with it.

Well, I went to the dentist this morning for my 6 month cleaning and exam. All's well and my flossing is paying off. Looks like I'll be able to continue chewing my own food for a few years. That's a plus. Losing your teeth must be a real bummer. I hear you can't even taste food anymore. Not alone the whole putting them in, taking em out. I wear contacts and having to put in my eyeballs every day is enough of a workout for me. Here's hoping my teeth stick around for a long time. Hopefully until I die. Yes, that's it. Some people want to die with their boots on. Me, I want to die with my teeth in <LOL>

The dogs have cabin fever. If they could talk I think they'd tell me just how bored they really are. I keep telling them to get a job and earn their keep but they just don't listen. Seems all they want to do is lay around the house and sponge off me. Sounds like today's teenagers. As soon as the weather breaks we can get out and walk. At least they can't get pregnant or ask me for money. <grin>

Until next time. Merle out.

Merle
Editor/Publisher

P.S. Odinn Sorensen's "Daddys Birthday Giveaway" has Officially launched. And it's not the usual type of giveaway to say the least.....

See for yourself:

<http://www.daddysbirthday.com/giveaway/members.php?id=804>

As they say, If you snooze you lose ;) And we're talking 100's & 100's of quality gifts, literature and software here.

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2- How Do Custom Order Buttons Boost Response?

Read This Article Now to Find Out!
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By Doug Barger

There's surprising test results that show positive proof that using customized order buttons increase sales conversions on mini websites by as much as four times.

That is quite a bit of money being left on the table for those companies, business owners and internet marketers who are not using them.

When I first learned of this statistic I was sort of skeptical until I tried it out for myself and noticed that it was exactly true to the tests in my real life experience.

Other than just seeing a paypal button or order now, the reasons that the custom order buttons increase sales response rates is because it makes the order button customized in the same colors and logo of the rest of the website and makes it just a more natural and seamless part of the sales process.

For instance, if you're using a minisite to make the most of your sales and you split test your site using an order button that you had customized versus one that was just any order button, you'll find that the customized order buttons increase sales.

This is definitely worth testing for ANYONE who has a web site online with the purpose of making sales.

Using your company logo on the order button and using the same colors in addition to more "hot" colors like red and orange with arrows pointing to the order button coupled with a strong call to action will dramatically increase your sales conversions rate after just a short time of using this method for the first time. Aren't you glad you read this article to find out how to make more money in a shorter amount of time? To find out more just read on...

Discover How to Boost Sales with
<http://CustomMinisiteGraphics.com>

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By Doug Barger

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<http://salesletter.generatorsoftware.com/x.php?af=235400>

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also receive \$315 in FREE BONUS GIFTS!

<http://www.saleslettergenerator.com/x.php?af=235400>

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3- WebMaster Resources
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Free Sales Page Graphics

Grab these freebies and dress up your website.
You can't beat the price.

<http://www.minisitegraphics.com/free-graphics.html>

King Ping

Tell the world your bog has been updated. Just
submit it here and they'll notify 57 websites
automatically.

<http://kping.com/>

Free Ebook Templates

So you've written an ebook and now you need a
cover? Well, if you're short on cash to pay
someone to create one for you, these blank
templates will work in a jiffy. You will need
to right click and save them to your pc then
add your title. If you can handle that, you're
set.

http://www.marketbymouse.com/ebooks/ebook_templates.php

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4- News From The Net

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Does Pay Per Click Make SEOs Lazy?
<http://blog.searchenginewatch.com/blog/080218-071351>

Some Yahoos Jump, Some Are Pushed as Layoffs Commence
<http://www.clickz.com/showPage.html?page=3628441>

Microsoft Shakes Up Its Ranks, With Eye on Yahoo
<http://tinyurl.com/38vz3s>

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Click2Sell

If you're looking for an alternative to Clickbank you have to check this out. Sell your products and let others promote them with their built in affiliate network. No charge to set up an account. If you're looking for awesome features you have to take a look at this. Features and Benefits galore.

<http://msmerle.join.click2sell.eu>

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5- Software

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XML Feed Generator

"XML Feed Generator will use the content existing on your page to build a valid 2.0 RSS feed that you can use immediately to get more traffic and backlinks to your websites."

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

Local Cooling

Want to save the environment? Start with your computer. This software will adjust your computer's settings so it uses less energy. Free and requires Win XP.

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

Word Hyperlink Checker

"Word Hyperlink Checker is a free MS Word tool for managing and checking hyperlinks in Word documents. Use this Microsoft Word add-in every time you need to check whether a link of your Word document is valid. "

<http://www.ablebits.com/word-hyperlink-manager-addins/index.php>

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6- Just For Fun or Useful
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Billeo

A free program that will remind you when your bills are due and give you

<http://www.billeo.com>

Handwriting Font

Your own handwriting font on your computer.

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

FeedShark

Ping your blog, podcast or RSS feed and watch the process live.

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

College.com

"Social Network for College Students Only! College.com is a social network that connects you with other college students. Upload photos, connect with friends , join a group, post videos, share your opinions, add your class schedule, and rate your professors."

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

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QuickPay Pro

QuickPayPro is one of the fastest and easiest ways to automate your credit card processing, follow-up marketing and affiliate program.

http://quickpaypro.com/x.php?1_A107147

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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 or visit <http://www.merlesworld.com>

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