

Happy Easter! Any big plans? Me, off to work tonight as usual. No excitement there. The bummer is we get no holiday pay as the company I work for says that Easter "is not a holiday" it's a religious day. If that's so then why do they give us holiday pay for Xmas? Isn't that a religious day too? Makes no sense to me.

In my opinion it's them trying to be cheap and get out of paying us for a holiday, but that's no surprise is it. Everything gets more expensive and companies get cheaper and cheaper. Must be "Murphys Law".

Gia (my new puppy for those of you who forgot) is getting so big. She'll be 6 months old on the 20th and it's time to start thinking about having her fixed. I've always owned male dogs and this is my first experience with a female. The difference between fixing the two is horrific. The male they just lop their privates off, but with a girl they actually go in and take out her uterus and ovaries and all of the good stuff that makes her a woman.

I must admit I'm a little nervous to put her under the knife as Teddy was cut open twice the week before he died and we all know how that turned out.

To me this is more like a hysterectomy and I even asked the doctor if it would have an effect on her hormones. He said he's never been able to ask a dog that question? <grin> I know he was trying to be funny but isn't that a valid question? I mean hormones run a woman's body and if they had this procedure done they'd have to be on hormones to keep their sanity. Why is a dog any different? Matter of fact when Teddy was fighting that infection he was being pumped full of broad spectrum antibiotics, same as a human would have. Dogs really are a lot like us. They just walk on 4legs and have bigger hearts.

I was a good pet parent today. I gave my two parrots Tootsie and Pedro their shower. They love it. I put a bird stand in the bathtub, turn on the shower and leave em there for like 20 minutes. It sounds funny but they need it. Parrots get very stinky without moisture. Then I took the dogs for a walk. I even got my exercise in at the same time since I took the dogs separate so actually went on two walks. Does this mean I can eat all of the chocolate I want today? The Easter Bunny says yes, so yes, it is. If they had a group for "chocoholics" I'd have to be president. I actually stash the stuff in my house. Sort of like a drug addict guarding their stash. I don't like to share. (LOL)

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/>

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Today's w!nner for a f-r-e-e ad is Jennifer Daniels.

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>

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1. NEWS FROM THE NET

Paypal Goes Mobile

<https://www.paypal.com/us/cgi-bin/webscr?cmd=xpt/mobile/MobileOverview>

Apple- BootCamp

<http://www.apple.com/macosex/bootcamp/>

Sign Pink's Petition to KFC
http://www.kentuckyfriedcruelty.com/pink_petition.asp

5 New Partners Join Yahoo Search
<http://searchmarketing.yahoo.com/nl/mar06ts.php>

Ask.Com's New Look Scores Big Points Against Search Rivals
<http://www.clickz.com/news/article.php/3595606>

Google Ads Features to Local Ads
<http://www.clickz.com/news/article.php/3595606>

Google Offers Demographic Site Selection
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2. FEATURE ARTICLE

"Understanding Ebook Rights: The Basics You Need to Know

By Merle <http://MCPromotionsPress.com>

Information products are big online. Generally, they're PDF products packaged in what is known as an "ebook format". Years ago another popular option was .exe but due to viruses and their incompatibility with the Mac they have lost a lot of their popularity.

An easy way to start your own web business with low start up costs is to purchase ebooks with what is known as "resale rights". But what are resale rights? Are they the same as

"Master Resale Rights"? Ebooks often come with different types of rights. Translation: The rights assigned tell you how the information can be used, and since there are so many different varieties, it's important that you understand them.

Here's my understanding of the various rights.

1) Resell Rights: When you purchase an ebook with resell rights that means you can sell it and keep all of the profits. One thing you can't do is pass these rights onto the person who buys the ebook from you.

Generally they come with a canned "sales letter" in HTML format to use in your promotional efforts. Many times the sales copy is very good and other times you may want to edit it.

A "suggested" sales price is often included and if the license permits you can sometimes use them as bonus items and give them away with other products you may be selling.

If you don't want to purchase re sellable ebooks one at a time to build your collection there are many "resell rights" membership sites that you can join and pay a one time fee to download all of the ebooks you like.

2) GiveAway Rights: This means exactly what it says. You can download these free ebooks and give them away from your own website or to your ezine subscribers. Just make sure you upload them to your own server first. People don't take kindly upon your using their download link and putting a load on their servers. It's just the right thing to do. If you do a search at any of the free ebook directories online you'll find plenty of material you can download. An excellent directory is <http://free-ebooks.net>

3) Branded Giveaway Rights: The same as above but the free ebook you download will come with a special "branding" software that allows you to add your name and url and sometimes an affiliate link.

If it's an affiliate program you're involved with you'll make money as the ebook circulates the net and people click on your branded link and buy the product or service advertised in the ebook.

4) Master Resell Rights: the "grand daddy" of resell rights. When you purchase the ebook/report you can sell the product and keep all of the profits and also give the rights to resell it to those who purchase the ebook from you.

5) Private Label Rights: This one is big right now. Everywhere you turn you'll see the opportunity to purchase "private label rights". This type of rights is very different than the others. Here once you purchase the ebook or articles, you can modify it anyway you like, re-package it, even add your name as the author.

With everyone clamoring for content for the search engine spiders, this is a very popular trend right now. The possibilities are endless with what you can do with the information you purchase.

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Information products are a great way to make money on the Internet. One of the biggest reasons people browse the Net is to find information, if you can supply it, you stand to make a steady income, and your inventory is all virtual, this means no shipping costs as the products are instantly downloaded.

If you've been looking for a low cost way to start your online business, you'll want to take a serious look at ebooks with resell rights.

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"Must Have Marketing Resources" by Merle is loaded with VALUABLE online resources YOU need to know about, when it comes to running your online business. Download your copy now at ...
<http://mcebook.mcpromotions.com>

3. WEBMASTER RESOURCES

Web Design From Scratch

If you're new to web design or even if you're not you'll love this site. Not only does it look great but it's loaded with helpful articles and links to make your life as a web designer oh so sweet.

<http://www.webdesignfromscratch.com>

Whois Source

Not just another Who Is look up, this one gives you so much more information on any domain. The details may surprise you. You'll want to bookmark this one.

<http://www.whois.sc/>

CSS Generator

Cascading Style Sheets are a great way to control the look of your website from an external document. When you want to change some of the formatting you open up one document instead of going thru page after page of your website. If you don't know enough about it to mess around with the code here's an online generator that will do it for you.

http://www.creatingonline.com/webmaster/css_generator.htm

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Tip
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Privacy Policy and Disclaimers

If you have a commercial website you need to display what's called a "privacy policy" and "disclaimer". There are software packages available to help you write them or you can hire a lawyer to do it for you and lastly if you search online you'll find plenty of fr-ee generators that can create one. Just make sure you read it over and modify it to your site's specific needs.

4. PROMOTIONAL RESOURCES

Podomatic

"Want your own show? Sign up with PodOmatic and get a Free listener call in line, record video and audio online, and have the best looking podcast with awesome customization!"
The cost is fr-ee

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

Google Video

"You've found the world's first open online video marketplace, where you can search for, watch and even buy an ever-growing collection of TV shows, movies, music videos, documentaries, personal productions and more." Upload your own videos to the collection.

<http://video.google.com/>

Hide your Email Address

Spamm-ers are bad people and if you put your email address on your website it's only a matter of time before it's on every junk list in town thanks to spa-m bots. Use this online generator to scramble it and help hide it from the bots.

<http://alicorna.com/obfuscator.html>

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

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<http://www.scrapbook-bytes.com/>

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<http://www.reesereport.com/msmerle>

8. FREeware- SHAREware- TRIALS TO DOWNLOAD

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<http://rsspublisher.com/>

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<http://www.microsoft.com/windows/ie/ie7/default.msp>

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<http://sitescripts.com/>

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9. IMPORTANT STUFF

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