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

July 15th, 2005 Issue #156 ISSN: #1527-3105

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

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"Computer problems? Have you checked the loose nut in front of the keyboard?"

Courtesy of <http://Siglets.com>

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EDITOR'S NOTE

My hormones must be raging today. My moods are all over the place. Lately I'd like to kill George, but that's another story. We're still in the midst of trying to remodel and put the house back together from a fire we had last October and all we seem to do is argue about paint colors. My stuff is still packed up in boxes in the garage. Lord knows where anything is. I can't even find a paperclip. Our bed is still in the middle of the living room which for some reason seems to make company very uncomfortable when they come to visit. Try sitting in your bed and bs'ing with people, they act funny (LOL). Don't know why. All I know is I'll be glad when I have some kind of resemblance of a normal life again.

My birthday is JULY 26th so mark it on your calendar and don't forget to send gifts and cards. All are welcome <grin>. I'm never above taking a bribe. I'd tell you how old I'd be but then I'd have to kill you. Let's just say I'm old enough to know better, but that doesn't mean I always listen.

<http://www.merlesworld.com/webbbs/>

<http://merlesworld.blogspot.com/>

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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>

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<http://www.EzineAdAuction.com>

<http://www.MCPromotions.com>

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- => 7. E Books and Things of Interest to Publishers**
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## 1. NEWS FROM THE NET

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New Utah Law Puts State Back In Marketing Spotlight  
<http://tinyurl.com/7ch7h>

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Reviewing the CAN-SPAM Act  
<http://tinyurl.com/cmjgn>

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Habeas Will Check Your Rep  
<http://tinyurl.com/85yom>

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Google Sued for Click Fraud  
<http://tinyurl.com/c9fgw>

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Coen Forecasts 15 Percent Growth In Online Ad Spending  
<http://tinyurl.com/72v9b>

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MarketingSherpa Announces 10 Best Blogs for 2005  
<http://tinyurl.com/99tfu>

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AOL Readies New Ad Units for AOL.com Launch  
<http://tinyurl.com/arvh7>

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54% of Permission Emailers Are Filtered as Spammers:  
<http://tinyurl.com/dv2jr>

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Google Adds Book Search  
<http://tinyurl.com/8shzl>

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## 2. FEATURE ARTICLE

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### ***"The 10 Commandments of a Successful Online Entrepreneur"***

By Merle <http://MCPromotionsPress.com>

Anyone can start an online business, but making it profitable is a whole other ball game. If you were to ask a group of web entrepreneurs what the secret is to their success, you'd get many different responses, but you would find a common thread running through their answers -- comprising these simple online "commandments":

**1) Search Engines:** You need to make sure your site gets submitted and listed with all the major search engines. Some are still free and some will cost you a few bucks. Before you submit, it's important that you make your pages "search engine friendly" and optimize them for your most important key phrase. Do include key phrases in your title tags and in the first 250 words of text on the page. You'll find a nice submission list here

<http://tinyurl.com/c4pb>

**2) Website Design:** OK, this is important; first impressions do count... especially online. If you can't create a good looking and professional website, please outsource it to someone who can. Nothing will kill your sales faster than a site that looks like it was put together by a ten-year-old. Check out these great articles for pointers:

<http://tinyurl.com/c4ph>  
<http://www.useit.com/alertbox/9605.html>  
<http://www.websitetips.com/design/>

**3) Copywriting:** I can't tell you how many times I've heard someone say, "my site gets traffic, but no one is buying." Converting browsers to buyers is tied to your ability to write good ad copy that pulls a reader in and makes him or her take the action you want. You can read a few good books and take a stab at it yourself, or source it out to an expert like Michael Fortin of <http://SuccessDoctor.com> . At the very least, sign up for his newsletter -- it's good stuff.

**4) Pay Per Click Search Engines:** The search engine game has changed much over the last five years, since the advent of the PPC's. Today they are an important part of any website search engine strategy. The basic two you need to use are Overture and Google Ad Words. There are other smaller ones, but these two major players will give you more bang for your buck, as they have relationships with almost all the other search engines to supply sponsored listings. For more information check out:

<http://PayPerClickSearchEngines.com>

**5) Online Advertising:** Do nothing and you'll get nothing. You need to advertise online and off to bring in the traffic your website needs. Participate in Forums, buy ezine ads, create and send out press releases, swap links with other related sites. If you don't get your URL out there, no one else will. For ideas check out:

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

**6) Take Electronic Payments:** If you're selling a product or service online you need to be able to take payments electronically. At the minimum, you should have a PayPal account: <http://PayPal.com>  
If you need to take credit cards you'll need a merchant account or an account with <http://Clickbank.com>

People like payment options; give them as many as you can and you'll enjoy increased sales.

**7) Email Marketing:** Email is the #1 means of communicating online and a great way to market your site. You can reach thousands of potential customers by advertising in targeted newsletters for pennies on the dollar. Just make sure you are dealing with a reputable ezine publisher and not some guy "selling lists" from the inside pocket of his jacket. Good resources are:

<http://Doubleclick.com>

<http://DirectoryofEzines.com>

<http://tinyurl.com/4obh>

**8) Continue to Learn:** The online world is a constantly changing environment, and what works for you today may not do so tomorrow. Make sure you read relevant publications and keep up with what's new and "hot" in your industry. If you can't keep up with technology, it'll leave you in the dust. Read..Read...Read, and you'll be surprised at what you'll learn.

**9) Networking:** This is important to any business, online or off. As much as the Internet has grown, there is still a close sense of community with established players. Make sure you make friends with other entrepreneurs every chance you get. Find out who they are, you'll learn a lot from watching their moves. Be helpful and courteous when you can and someday they'll return the favor. One of the best forums online for finding out who the "experts" are is

<http://www.ablake.net/forum/>

**10) Answer Your Email:** I know this sounds like a "no-brainer," but I'm afraid it's not. If someone sends you an email, do your best to reply to it within 24 hours. Nothing will turn potential customers off faster than a lack of response to their needs and questions. Take care of your business promptly and people will love you for it. Use autoresponders where you can for automatic sending of ezine samples, ad rates, FAQ's and more. A good free one is

<http://www.FreeAutoBot.com>

By following these 10 commandments you'll shine online and you'll become the type of entrepreneur that others will want to do business with. These unwritten rules are there for a reason, follow them and you too will be successful online!

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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>

## 3. WEBMASTER RESOURCES

### Error 404 Page Not Found

I've seen some creative uses for "page not found" online but this one should win an award. If you spend way too much time on the Net or you know someone who needs to get a life pass this on.

<http://thecenter2000.com/last/>

### Designs by Mark

I love Mark. Not literally. I mean I love his work as a Photoshop Expert. He has some really cool tutorials on his site that will help you improve your Photoshop skills overnight.

See:

<http://www.designsbymark.com/freetips/index.html>



Here are two specifics:

Removing Red Eye in an Image

<http://designsbymark.com/freevideos/redeye.html>

Saturating a Bad JPG

<http://designsbymark.com/freevideos/badjpg.html>

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## RSS On Your Website

Another use for RSS is to run the code thru a generator and turn it into Javascript that you can then paste on your site. If you look you'll find many online sites that will help you to do it. Here's a nice one. If you're just syndicating headlines that's usually fine but if you plan on syndicating entire articles or content you really should check with the publisher and some may take offense and some won't allow you to use it at all.

<http://www.bucks.edu/feed/build.php>

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### Tip

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## Split Testing Website Copy

How do you know what works and what doesn't when it comes to things like headlines and copy on your web pages? You use what's called Split Testing. You can test different images and copy to see what is converting more browsers to buyers. Duncan has a f-r-e-e software package that does this at

<http://tinyurl.com/74wwh>

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#### 4. PROMOTIONAL RESOURCES

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##### **Golexa Search**

Powered by Google API and Alexa. A different kind of search tool. Gives complete webpage analysis for each result. Find out link popularity, whois, keywords and more. You'll want to bookmark this one.

<http://golexa.com/>

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##### **JupiterResearch and Podcasting**

Brand new, JupiterResearch Conversations. They are now podcasting discussions with their analysts to expose their thinking to a wider audience. Grab the feed to be notified of new postings.

<http://podcasts.jupiterresearch.com>

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##### **Make Your Content Sell**

Ebook by Ken Evoy under 10.00 that will teach you how to write for the web to increase your sales.

<http://mycps.sitesell.com/msmerle.html>

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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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### **FeedNation/ RSS Online Reader**

"Feednation saves you time and keeps you in touch with the subjects you are interested in. When you see the orange XML or RSS button or a 'Syndicate' link on any blog or website, use the Feednation 'one click' browser link to add it to your account." Read your feeds online or choose to have them emailed to you.

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

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### **Polaroidonizer**

Want to have some fun with photos? When I was a kid having a Polaroid Camera was all the rage. Well, what's old is new again. Take any online photo and make your very own Polaroid instantly. I think this is even faster then the real thing. Fun.

<http://polaroidonizer.nl.eu.org/>

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### **TaxMama Taxtips**

I love the Tax Mama. She's an online tax expert who actually makes "taxes fun". If that's at all possible. If you're not a subscriber to her ezine you should be but now she also has a Podcast. Make sure to subscribe with your RSS reader and you'll be notified of all new updates.

<http://www.asktaxmama.com/podcast/>

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### **"Need Help Promoting Your Articles?"**

Jason Potash as just launched a n-e-w software package that will make it child's play to distribute your original articles to ezine publishers and website owners. Take it for a spin, this is a good one.

<http://tinyurl.com/drlp6>

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

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### **Podcasting- White Paper**

If you've been looking at Podcasting and don't know what the benefits are, you'll want to get your hands on this f-r-e-e report."Overview: The purpose of this 20 page white paper is to educate readers about the potential marketing value of Podcasting, and how to leverage this new media technology for maximum benefit."

<http://podblaze.com/podcasting-business-whitepaper.php>

### **F-r-e-e Report- How to OutSource Article Writing**

Need articles for your ezine or website? No time to do it yourself? There are plenty of talented writers online who would love to write them for you. Find out how in this informative guide.

<http://www.mcpromotions.com/ebooks/outsourcing.pdf>

### **Polaroidonizer**

Want to have some fun with photos? When I was a kid having a Polaroid Camera was all the rage. Well, what's old is new again. Take any online photo and make your very own Polaroid instantly. I think this is even faster then the real thing. Fun.

<http://polaroidonizer.nl.eu.org/>

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## 8. FREeware- SHAREware- TRIALS TO DOWNLOAD

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### Keyword Software- F-r-e-e Edition or Pro

If you do keyword research you need this brand n-e-w software. The Dowser is so powerful it makes it easy to find hundreds of keywords to your arsenal.

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

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### TagCloud

"TagCloud searches any number of RSS feeds you specify, extracts keywords from the content and lists them according to prevalence within the RSS feeds. Clicking on the tag's link will display a list of all the article abstracts associated with that keyword."

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

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### Studio Line

Photo editing software that's very powerful. "Add descriptions to your images, send photos per email in just the right size, print high-quality copies, display slide-shows, publish web-galleries, safe-keep your images on CD or DVD. "

<http://tinyurl.com/7dsaa>

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### Magical JellyBean

"The Magical Jelly Bean Keyfinder is a f-r-e-eware utility that retrieves your Product Key (cd key) used to install windows from your registry. It has the options to copy the key to clipboard, save it to a text file, or print it for safekeeping."

<http://www.magicaljellybean.com/keyfinder.shtml>

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

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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.

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