

Merle here. Did you enjoy your Thanksgiving? I went to my Mom's for some bird. We had a freak snow storm the night before (our first of the season) so the ride home was pretty hairy. I had a bad accident one year on ice so now I'm a big freak when it comes to bad road conditions. What can I say. I'm mentally damaged. I wasn't even driving, George was, but it was enough to send me over the edge. It's not George's driving I

worry about (ok, maybe sometimes) it's the other idiots on the road who like to fly up on your rear and get right next to you when the roads are a sheet of ice. People, one tip: Stay Away! You're much better off to be by yourself and not close to anyone in case one car starts sliding in an unfriendly direction. I do notice that every year here in Ohio folks go too fast the first few snowfalls. They seem to forget what kissing the cement barrier feels like.<grin>

Pedro seems healthy as a horse lately. He's been driving Tootsie nuts every chance he gets. Always on her tree and on her cage. Did I tell you I don't lock my birds up? I think it's mean. How would you like to spend your life in a cage? Not nice. They pretty much sit on top of their cages all day, but Pedro likes to fly over and try to flatter Tootsie every chance he gets. I don't think she wants a boyfriend, but I could be wrong. I had to put them in the back spare bedroom as the remodeling of our house is now in the living room. We had to paint the walls and ceilings and those kinds of fumes can kill birds. Actually, I think they're better off back there as Dakota (my dog) use to prowl their cage all day long just waiting for one of them to make a stupid move so he could have himself a snack.

I know tomorrow's Dec 1st but I'm just not in the mood for Christmas yet. Maybe in a few weeks when it get's a little closer. It could be the fact that my house and life have been torn apart for an entire year or it could be the fact that I'm feeling stressed out enough already. Not sure. Do you have a tip on how to get in the Xmas spirit? If so I sure could use a kick in the pants.

My brother in law sent me this light display. It is pretty cool. This guy wired his Xmas lights to music

<http://tinyurl.com/bzs3t>

If you signed up for Google's Analytics Program good for you. Word on the street is they had so many sign ups they had to put a temporary halt on accounts until they can get up to speed. Google, gotta love em!

<http://www.google.com/analytics/>

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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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 Mr. C.C. Okoji of <http://www.chidomain.com>

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>

Merle

<http://www.MerlesWorld.com>

<http://www.EzineAdAuction.com>

<http://www.MCPromotions.com>

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## 1. NEWS FROM THE NET

Technology Gains in S-pam Fight

[http://www.dmnews.com/cgi-bin/artprevbot.cgi?article\\_id=34903](http://www.dmnews.com/cgi-bin/artprevbot.cgi?article_id=34903)

Coming to Grips with Google Analytics

<http://tinyurl.com/753qc>

Google Personalized Search Leaves Google Labs

<http://www.clickz.com/experts/search/opt/article.php/3566476>

Utah "Do Not E-Mail" Registry Faces Court Challenge

<http://tinyurl.com/bbnfp>

Google Tests Pay Per Call Ads

<http://www.clickz.com/news/article.php/3566506>

10 Ways to Build Your Email List

[http://www.dmnews.com/cgi-bin/artprevbot.cgi?article\\_id=34833](http://www.dmnews.com/cgi-bin/artprevbot.cgi?article_id=34833)

Ebay Heads to High Court

<http://tinyurl.com/dvgpx>

Google Pilots Free Web Airport Access

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

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So here's my question: "What will you do with the money" you make as a result of this new Google AdSense System?

Well, that's up to you...my job isn't to tell you what to do with your money, it's to show you how to make it.

Earn a substantial income with 15minutes of your time, no matter how much (or how little!) experience you have. This guaranteed system has never before been released to the public. It is NOT like anything you have ever seen!

<http://dperr52.googleearn.hop.clickbank.net>

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## 2. FEATURE ARTICLE

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### Paypal: "Finding the Right Solution for You"

By Merle <http://MCPromotionsPress.com>

If you're like me, you probably use Paypal in order to take payments for your products and or services online. But Did you know they offer a multitude of solutions depending on your need?

Paypal was founded in 1998 and today has over 86.6 million accounts. Owned and operated by Ebay, they are one of the easiest methods of sending and receiving money on the Net.

*Let's examine some of your options as a PayPal user.*

**1) "Website Payment Pro":** Allows customer to pay on your website with a credit card or they can pay with Paypal. No separate merchant accounts or gateway needed and Paypal hides in the background making it a seamless experience for your customer. You must have a business account to use this feature. You'll be able to accept Visa, Mastercard, American Express and Discover.

You can also accept orders by phone, fax, or mail at no additional cost with virtual terminal. The best way to use this payment option is with a shopping cart. You'll find a list of third party solutions at <http://tinyurl.com/9uwyt>

Fees range from 2.2% to 2.9% and .30 per transaction depending on your monthly sales volume. There are no set up or gateway fees and no cancel fee.

Right now there is no monthly charge to use "Website Payment Pro" but they have stated after 2/1/06 it will be 20.00 per month. To learn more see <http://paypal.com/pro>

**2) "Website Payment Standard":** Customers shop on your site and pay with Paypal. Fees range from 1.9% to 2.9% and .30 depending on your monthly volume. No set up fees, monthly fees, or gateway charges. You can accept these cards: Visa, Mastercard, American Express, and Discover.

Paypal makes it simple to add payment buttons to your pages. Simply copy and paste HTML that they provide. You can accept donations, subscriptions, and recurring payments.

For more on this option see:

<http://www.tinyurl.comcmtn6>

**3) "Virtual Terminal":** Allows customers with a business account to accept credit card orders from customers who don't have a Paypal account. It can be used to accept credit cards by phone, fax or mail. It gives some functionality as a standalone credit card processing terminal. It can also be used to generate and print packing slips to enclose with your shipment.

Virtual Terminal is included with Website Payment Pro service or it can be added to a "standard account" for 20.00 a month and small transaction fees.

To apply you must have a Paypal business account. Once accepted you can access Virtual Terminal through the "merchants tool tab" in your Paypal control panel. For more see:

<http://www.tinyurl.com/7ep8f>

**4) "Email Payments":** Customers receive a bill via email and pay using a credit card or their PayPal balance. No set up fees and there **are multiple ways to request payment.**

**A) Paypal Invoice:** Send professional invoices you create that contain a Paypal payment button the receiver clicks on to pay. For more information on this option see:  
<http://www.tinyurl.com/92zzm>

**B) Request Money:** Log into your Paypal account then go to "request money" page and type in your customer's email address and type in the amount owed. Click send. For more see <http://www.tinyurl.com/5dsus>

**C) Quickbook Wizard:** Download and install this add on for Quickbooks that allows you to create invoices and launch the wizard to send the bill via email to your customer. For more on this option go to: <http://www.tinyurl.com/94cok>

Now that you know there are so many options to choose from you might want to re-evaluate how you're currently using Paypal in your online business. If you haven't been taking advantage of the many powerful options, now's your chance to implement the solution that's just right for you.

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**By Merle- Want to Know the SECRETS of Article Promotion? Discover everything you need to know in this brand New Ebook, "How to Use Articles to Drive Website Traffic". Get your F-r-e-e Copy now at <http://articleannouncer.mcpromotions.com>**

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### **Need Help Writing Articles?**

This easy system will teach you step by step how to write your very own articles in less than 30 minutes. Article writing is a great way to promote your website but if you need help with the actual writing, you're going to love this!

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

## **3. WEBMASTER RESOURCES**

Nice review of Dreamweaver 8 and what you can expect in the latest package.

<http://webdesign.about.com/od/dreamweaver/gr/aaprdw8.htm>

## PD Photo

"A repository for free public domain photos. Unless something is clearly marked as being copyrighted, you can assume it is free to use. But if you intend to use an image you find here for commercial use, please be aware that standards for such use are higher."

<http://pdphoto.org/>

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## Page Search

Want to add a search function to your website but don't know how? Pagesearch.net is a free remotely hosted search service that allows webmasters to add search on their site. Providing free site search. Index unlimited number of pages from website, unlimited number of folders from your website, order search result by relevancy, no CGI-BIN directory required, no HTML knowledge required etc. Just copy and paste.

<http://pagesearch.net/>

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### Tip

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Want to find out who's linking to your site?

In Yahoo it's easy. Just type this in the search box:

linkdomain:yourdomain.com

For example mine would look like this  
linkdomain:merlesworld.com



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#### 4. PROMOTIONAL RESOURCES

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##### Marketing Article Library

Two new resources for submitting your own articles to or finding articles to use.

<http://www.marketingarticlelibrary.com/>  
<http://www.TheArticleNet.com>

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##### Article Treasure

Another new article directory online. Get content for your site or submit your own original articles.

<http://www.article-treasure.com/>

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##### Instant Attention

Increase Your Sales Revenue, e-Zine Subscriptions, Affiliate Commissions and more with this new kind of pop up advertising. Very Cool and slick looking. You have to see it to really appreciate the beauty of this system.

<http://www.instantattention.com?aid=1325>

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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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Did you know that subscribers to Bob Osgoodby's Free Ezine "Tip of the Day" get a Free Ad for their Business on his Web Page? Subscribe at:  
<http://adv-marketing.com/business/subscribe2.htm>  
Great Business and Computer Tips - Monday thru Friday  
Instructions to place your ad are in the Newsletter.  
"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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### **Microsoft Max**

Max lets you make lists of your photos and turn them into beautiful slide shows to share with your family and friends. F-ree and presently in beta.

<http://www.microsoft.com/max/>

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### **Birthday Fun**

Somebody sent me this one. Punch in your birthdate and find out all kinds of cool things about yourself and the day you were born. This would be nice to print out and put in someone's birthday card, but you'll have to know the year first.

<http://www.paulsadowski..com/birthday.asp>

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### **Email Time Capsule**

Wouldn't it be spooky to get an email from yourself 20 years later? This site let's you do just that. Compose an email and pick a number of years you want to wait to have it sent. Just think if you die in the mean time and you've sent this email to them in advance they'd think you were still a genius from beyond the grave.

<http://forbes.codefix.net/capsule/>

## Chill

Have fun by spinning your own music tunes at this Coca Cola site then send them to your friends. It really is the coolest display of Flash I've ever seen.

<http://chill.coca-cola.com/>

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## Amazing Ecover Software

Find out why the Graphic Designer \*Gurus\* are screaming MAD for letting you in on the SAME eBook Cover Software Tool that is making Them Loads of Money. Check it out today and start making your own ebok covers.

<http://paydotcom.com/r/294/msmerle>

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

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### Learn to use PHP in 2 Hours

An online ebook that will teach you everything you need to know about PHP.

<http://tinyurl.com/72fbz>

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### Dotcomology

The Science of Making Money Online. Over 300 page ebook absolutely free.

<http://www.24hourwealth.com/dotcomology.html>

## 8. FREWARE- SHAREWARE- TRIALS TO DOWNLOAD

### CSS Visgta

CSSVista is a free Windows application for web developers which lets you edit your CSS code live in both Internet Explorer and Firefox simultaneously. By building your sites to work in both IE 6 and Firefox you'll be compatible with 88% of your visitors' web browsers\*.

<http://www.sitevista.com/cssvista/>

### Google Code

Code.google.com is Google's site for external developers interested in Google-related development. It's where they'll publish free source code and lists of their API services.

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

### FireFox Extensions

Do you love Firefox? Many people have gotten rid of IE and gone over to Firefox and say they'd wish they had done it sooner. There are plenty of extensions (add ons) for Firefox and you'll find many for your downloading enjoyment at this site.

<http://tinyurl.com/5yp3s>

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### Garage Sale Strategies for Ebay

Need to know what to sell on Ebay? This ebook will tell you exactly what to look for at garage sales so you can turn a profit on Ebay.

<http://dakota6969.first.hop.clickbank.net>

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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>

Read Back Issues at: <http://MerlesMission.com>

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Current subscriber base is around 2,750

Grab our RSS Feed to be notified of new issues as they are posted online  
[http://www.merlesworld.com/archives/MM\\_Ezine.xml](http://www.merlesworld.com/archives/MM_Ezine.xml)

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>

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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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P.S. I am currently in need of testimonials for this ezine. If you're a subscriber and enjoy it, please let me know. Or, if you've ever purchased advertising in this ezine and had a good outcome I'd love to hear from you as well.If I choose your comments they will be featured on my website and/or in my advert!sing. Send to ...  
<mailto:testimonials@MerlesWorld.com?subject=testimonial>

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### **I Need Your Help Please**

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If you haven't yet filled in the subscriber survey, get your free gifts by doing it now..and be entered into a drawing for a free ad in this ezine. Winner pulled twice a month. You'll find the survey at:  
<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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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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