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

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Edited & Published by: Merle- <mailto:Merle@MerlesWorld.com>
Companion Blog <http://Merlesworld.Blogspot.com/>

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"The only thing wrong with a perfect drive to work is that you end up at work."

Courtesy of <http://Siglets.com>

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EDITOR'S NOTE
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Don't forget to bookmark the Blog. You'll want to
pay an occasional visit for extra goodies I find.

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

W!n a F-R-E-E Ad Here

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After a brief return to winter the nice weather has once again decided to shine upon us. Ohio is the only place I know if where we can have snow one day and 70 degrees the next. Seems impossible yet it happens, a lot. Now if I could get my neighbor's dog to shut up it might be the beginning of a beautiful summer.

What's happening with the world? Every time I turn on the TV it seems another person has gone crazy and pulled out a gun and gone on a killing spree. Seems to me it's becoming a daily activity which in my mind means something is terribly wrong with the world we live in. Yes, everyone's stress level is high, we've all got too many bills and not enough money, but should that justify going nutso and killing innocent people? If these jerks want to kill themselves fine, but going into public places and killing innocent people is just wrong. It's now unsafe to even send your kids to school or go to the mall. If you really stop and think about it we're all in trouble. What's it going to take to make people stop and think about their actions? 20 years ago this kind of thing was unheard of yet today it's common place...how sad is that.

Did I tell you I picked up a second job? It's only part-time but it's been keeping me pretty busy. Between the 3 dogs and working and trying to keep up with laundry and the house I'm tired. The new job has me dealing with dogs which as you know I love. I'm still thinking of retuning to college and getting my "Vet Tech" degree, but I'm not sure. The thought of helping animals is awesome but then looking at all the ones that can't be saved might break my heart. I'm becoming quite emotional lately. There's a dog food commercial that shows these dogs behind cages who need a home and it tears me up every time I see it. What's up with that? Forget about watching the animal planet channel on TV, that one puts me in tears. I just can't believe some of the abuse people do to animals. Here in Ohio I know we need stricter laws in place for those who commit crimes against dogs. I think now it's just a misdemeanor but in my mind should be a felony. Dogs don't get to choose who they live with and if their owner is abusive they can't talk and tell someone and they can't get away. They are doomed to a life of sadness and misery.

It's not right and those of us who see people abusing animals need to stand up and say something for them. You have a choice, pets don't.

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 ...
James Lewis of <http://www.emeraldcoastentrepreneur.com/>
ZA

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
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1. NEWS FROM THE NET

Easy Steps to Creating a Download Page
<http://tinyurl.com/22jmla>

Google Audio Ads
http://services.google.com/ads_inquiry/audioadsbeta

DoubleClick sold to Google for \$3.1 billion cash
<http://tinyurl.com/yoalum>

Google AdWords launches new bid control feature
<http://tinyurl.com/ys6quh>

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Fr-ee Report

See Every Tool Mike Filsaime Uses To Run His Entire
Online Empire With All of the Junk Left Out to Save
You Precious Time and Money As You Build Your Profit
Pulling Business

<http://tinyurl.com/25wlcs>

2. FEATURE ARTICLE

"How to Market Your Ebook"

© Terri Seymour of <http://www.SeymourProducts.com>

Writing and marketing your own ebook is an
excellent way to help build your online and/or
home business.

Being able to offer your own informative, quality
ebook will establish you as someone who knows what
they are talking about. This will earn you trust
and respect and go a long way towards building your
online presence.

People will start coming to you and your site when they need products, advice, support, help, etc. thus bringing you many more customers and /or subscribers.

There are many ways to market your ebook. Some of the best ways are listed below:

Put your ebook in your sigtag along with a free bonus. The free bonus will attract more people and bring in more sales.

Joint Ventures: Team up with other ebook authors or ezine publishers or webmasters to cross promote each other's products or services. Agree to send referrals to each other and recommend each other's products.

Use an excerpt from your ebook as an article and submit it to as many directories as possible. Be sure to mention your ebook in your resource box.

Search out quality targeted ezines and purchase solo or top sponsor ad spots.

Submit your ebook to as many ebook directories as you can. The more links to your ebook, the better.

Write a keyword rich sales page and optimize it for the search engines with meta tags and page title.

Offer two or three free bonuses with your ebook. Make and offer that is very hard or impossible to refuse.

Ask a few people to write reviews for your ebook in exchange for a free copy. Post the reviews on your site.

Offer a free report as a lead-in to your ebook. People love free information and if you offer a quality report that gets them interested they very well may want to buy your ebook.

If you publish an ezine, ask other ezine publishers to swap solo or top sponsor ads. I prefer top sponsor ads but many marketers have said that solo ads get the most results.

Start an affiliate program and offer people a percentage to sell your ebook. One of the best places to do this is Clickbank. For a small fee you can set up your affiliate program and

increase your sales many times over.

Offer the first chapter or two as a freebie.
Be sure and leave them wanting more.

Visit message boards or join discussion groups to learn marketing strategies that have worked for other publishers and authors. If it works for them, it can work for you as well.

As with any marketing campaign, you have to stick with it. Be consistent. You cannot submit to a couple of directories and post to a couple message boards and then sit back and wait to get rich. Marketing is a daily commitment.

The possibilities are endless as to ways to market your ebook. Be sure and combine many of the strategies for one successful marketing campaign. Be creative and come up with new innovative marketing ideas. Find out what works and get started marketing that new ebook!

Terri Seymour has several years online experience and has helped many people start their own business. Visit her site at <http://www.seymourproducts.com> for resources, \$1 ebooks & software, free tutorials, affiliate programs, and a free ezine with bonus report: 77 Ways to Get Traffic!
mailto:subscribe@seymourproducts.com

3. WEBMASTER RESOURCES

DNS Scoop

Think your domain is worth something? Now you can plug it in and put it to the test. Get page rank, how many sites are linking to you and approximate value. Pretty slick.

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

Free Header Graphics

Here is your chance to download 10 great looking header graphics for only \$0. All different themes. You'll have to give up your email address to download them.

<http://www.freenichegraphics.com>

Sp-am Proof Your Email Address

After you've been online for awhile usually after it's too late you find out it's not a good idea to put your email address online. If you do nasty spambots will come along and grab it and you'll start getting a ton of junk messages. Here's a great way to get around this problem.

<http://flow-to.com/>

ShoutBoxes

"All you have to do is sign up for free, then put one line of code on your website to allow your visitors to leave their comments on your webpage.

All your visitor has to do is type in their name and message and hit the shout button. They never even leave your web page. "

<http://shout-boxes.com/>

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Tip

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Fr-ee Information Calls

1-800-373-3411

Free Information Calls. Stop being charged every time you call 411 from your cell or house line just to get a number. Now you can use the above number at no charge.

4. PROMOTIONAL RESOURCES

Google Local

"If you'd like to list your business on Google Maps, you can sign up for Local Business Center below. Use the Local Business Center to create your free listing. When potential customers search Maps for local information, they'll find your business: your address, hours of operation, even coupons to print out and bring to your shop. "

<https://www.google.com/local/add/>

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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>

6. JUST FOR FUN OR USEFUL

Comeeko

"Comeeko lets you take your photos and put them into our photo strips. Ever had a great night out with a series of photos? What about a funny comic strip idea?"

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

Prank Phone Calls

Remember when you were a kid. Making prank phone calls was such a breeze but with caller ID it's ruined it for those of us who have a sense of humor. What's old is new again with a twist. Make phone calls using your computer.

<http://www.ospenterprises.com/phone/>

Credit Report Yearly

"This central site allows you to request a free credit file disclosure, commonly called a credit report, once every 12 months from each of the nationwide consumer credit reporting companies: Equifax, Experian and TransUnion."

<https://www.annualcreditreport.com>

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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://tinyurl.com/ytfjbt>

7. E BOOKS AND THINGS OF INTEREST TO EZINE PUBLISHERS

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, Landing 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>

"From eBay Zero To eBay Hero"

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And Learn How You Can Quickly Start &
Grow Your Own Home Based eBay Business!
Written by Mike Enos a real live Ebay
expert.

http://www.mcpromotions.com/ebooks/eBayZeroToHero_merle.pdf

8. FREeware- SHAREWARE- TRIALS TO DOWNLOAD

PIXresizer - Free Image Resizer

"A photo resizing program to easily create web and e-mail friendly versions of your images with reduced file sizes."

<http://bluefive.pair.com/pixresizer.htm>

CSS HTML Validator Lite

"An award winning FR-EE HTML editor and basic HTML syntax checker for Microsoft Windows 2000, XP, Vista and above. It's also adware fr-ee."

<http://www.htmlvalidator.com/lite/>

FireBug

Fr-ee add on for Firefox browser.
"Firebug makes it simple to find HTML elements buried deep in the page. Once you've found what you're looking for, Firebug gives you a wealth of information, and lets you edit the HTML live."

<http://www.getfirebug.com>

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Ad Sense S.E.O. Made Easy

This ebook is a 29 page guide that outlines all of the methods Jon used to rank his sites in top positions for the keywords he targets. Download it fr-ee at the link below.

<http://tinyurl.com/yru2a2>

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

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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.

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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
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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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Any amount would be appreciated.

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**Merle
776 Miner Road
Cleveland, OH 44143**