

# McCartney™

## Newsletter

August 2007

Welcome to the August 2007 edition of the McCartney.com newsletter.  
([created by Martin Nethercutt](#))

Dear {{firstname}},

Hello and welcome to the August 2007 edition of the McCartney newsletter. We have had many requests from our readers for more funny stuff. So, we decided that this month's issue should make you laugh and enjoy the summer, unless you are sitting in Antarctica reading this newsletter, you should be outdoors, bbq-ing and enjoying life away from your desk. And yes, we are being somewhat politically incorrect this month.

---

### Product Spotlight

---

Before we dive into all the silliness, some advice from the pros about the life and health of your web site.

#### Do You Know Where Your Digital Assets Are?



Engage McCartney experts to undertake a complete corporate Digital Appraisal©

After all, you can have the best web site in the world but if no-one can find it, the name expires or the server goes down – it's a VERY costly exercise.

- what domain names do you / your clients own?
- when do they expire?
- who are the registrar services?
- who has the passwords?
- if no passwords, we advise as to notarized documents needed to begin password retrieval process
- are there trademarks associated with the domains and services?
- what are the trademark registration numbers and dates?
- we trace opposing domain name owners
- we determine if this a trademark infringement
- what is the hosting situation - direct, co-lo, in-house etc?
- where are your off-site backups?
- who has access to those?
- who are the administrative managers and system administrators of your domain?
- how can they be reached after-hours
- what is your emergency notify process and chain of command?
- who is the billing contact?

- are all the contacts on file with the registrar still relevant?
- what is your brand standing?
- what are your competitors' brand standings?
- what are your keywords and meta tags?
- is your site fully optimized with the max # of allowable characters?
- when was the last time it was submitted to all the search engines?
- do you have BI / Google analytics plugged in?
- do you use Google AdWords?
- How often do you interpret the reports of ads and BI?

email : [lucy@mccartney.com](mailto:lucy@mccartney.com)

---

### Christian's Corner

---



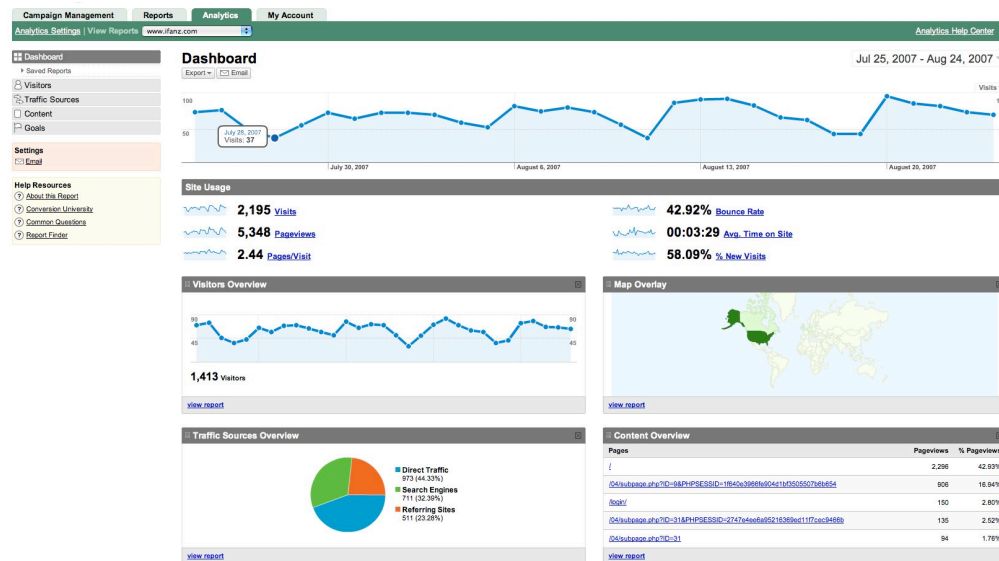
#### **Do you know who your customers are?**

Do you know where your traffic is coming from?

Google Analytics is a relatively new program that has been launched with great success. With Google Analytics you can track with pin point accuracy website traffic, unique visitors, page views, and campaign metrics. We can now implement and monitor campaign specific tracking which is a perfect compliment to both your email campaigns and mail drop campaigns.

To setup your Google Analytics account on your website contact Christian Today!

Technical support is provided 24/7/365 with a special phone number that we provide you. Please email [christian@mccartney.com](mailto:christian@mccartney.com) if you would like to take advantage of these new services with better pricing!



### \*\*\*I.C.E\*\*\*" IN CASE OF EMERGENCY\*\*\*\*\*

ICE Campaign - "In Case of Emergency" We all carry our mobile phones with names and numbers stored in its memory but nobody, other than ourselves, knows which of these numbers belong to our closest family or friends. If we were to be involved in an accident or were taken ill, the people attending us would have our mobile phone but wouldn't know who to call. Yes, there are hundreds of numbers stored but which one is the contact person in case of an emergency?

Hence the **"ICE"** (In Case of Emergency) campaign.

The concept of "ICE" is catching on quickly. It is a method of contact during emergency situations. As cell phones are carried by the majority of the population, all you need to do is store the number of a contact person or persons who should be contacted during emergency under the name "ICE" ( In Case Of Emergency). The idea was thought up by a paramedic who found that when he went to the scenes of accidents, there were always mobile phones with patients, but they didn't know which number to call. He therefore thought that it would be a good idea if there was a nationally recognized name for this purpose.

In an emergency situation, Emergency Service personnel and hospital Staff would be able to quickly contact the right person by simply dialing the number you have stored as "ICE." For more than one contact name simply enter ICE1, ICE2 and ICE3 etc. A great idea that will make a difference!

Let's spread the concept of ICE by storing an ICE number in our Mobile phones today! Please forward this. It won't take too many "forwards" before everybody will know about this. It really could save your life, or put a loved one's mind at rest. ICE will speak for you when you are not able to.

**Tip by Per Volquartz**

---

## Movie Spotlights

---

Here are some of the online movie gems that people have posted either on YouTube or Revver.com This is a great collection guaranteed to make you scream!



### The Darwin Awards

People really did this to themselves! Based on true cases. This is a link to the official movie site.



### Condom Head

Click graphic to play movie. I know the title may call for an R rating but believe it or not its is actually more like PG!

[Let us know if you like us to continue to hunt for great movies](#) and feature them every month. Okay so now take a break. Get up, go outside and flip the (veggie) burgers!

---

## Net.Work News

---

### HouseofPetalsLA.com

The charming ladies Joey and Charity have joined the McCartney Net.Work (thanks to Kevin O'Keefe)...if you need the absolute BEST in floral design, do yourself a favour... don't go to one of those awful cookie-cutter FTD shoppes -just click on over to [www.HouseOfPetalsLA.com](http://www.HouseOfPetalsLA.com)




---

### Angie's One Liners

---

- You know you're getting old when you tell your best friend you're having a affair and she asks "is it catered?"
- Teenager stashes his LSD in an aspirin bottle. Then he forgets where he put them. He asks his visiting Grandma "Hey Gran, have you seen the aspirin anywhere?" She replies "The heck with the aspirin, have you seen the dragons on the front lawn?"!
- We watched with great anticipation as an angler at the end of Manhattan Beach Pier struggled with a huge catch. When he finally landed, it was a 4 x 4 piece of wood. A nearby wag shouted to him: "What did you use for bait - your Home Depot card?"

---

### Recipe of the Month

---





## sea bass with herby lemon vegetables and watercress

Preparation time: 2 minutes

Cooking time: 5 minutes

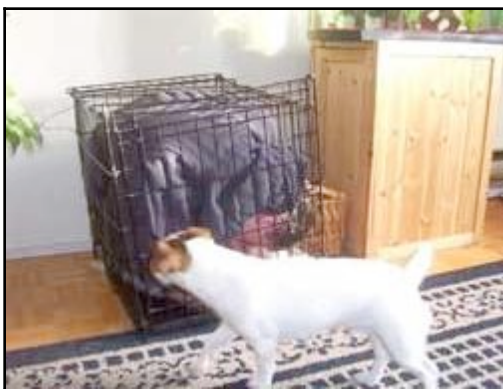
2 tbsp olive oil  
Salt and freshly-ground black pepper  
2 x 175g (6 oz) sea bass fillets  
2 tbsp extra virgin olive oil  
3 tbsp freshly-chopped mixed herbs (rosemary, thyme, oregano, sage or tarragon)  
Zest and juice of ½ lemon  
1 x 350g pack fresh cut vegetable stir fry  
1 x 85g pack watercress  
2 tbsp dark soy sauce

---

### It Might Be Time To Quit Drinking When...

---





Things that are **difficult to say** when you're drunk Things that are **VERY difficult to say** when you're drunk

- a) Innovative
- b) Preliminary
- c) Proliferation
- d) Cinnamon

- a) Specificity
- b) British Constitution
- c) Passive-aggressive disorder
- d) Transubstantiate

Things that are **DIFFICULT to say** when you're drunk

Nope, no more booze for me.

Sorry, but you're not really my type.

No chilli fries for me, thank you.

Good evening officer, isn't it lovely out tonight?

I'm not interested in fighting you.

Oh, I just couldn't - no one wants to hear me sing.

Things that are **DOWNRIGHT IMPOSSIBLE to say** when you're drunk

That guy is looking at my girlfriend but I am sure it's just because he knows her or something.

That chair looks wobbly and dangerous and I certainly wouldn't try balancing on it with this short skirt on in case I fell off.

I must get to my bed as I could never have a really good sleep in that hedge.

I really believe in prohibition.  
Me? Drink? No thanks.

---

## iFanz® Artist Spotlight and News



### Quincy Coleman

" (Quincy has)...all the goods, a



beautiful voice, such sweet emotion and tenderness...very talented." Dolly Parton With song writer and vocalist extraordinaire Quincy Coleman think Elvis Presley's power, Edith Piaf's emotion and the spirit of Django Reinhardt breaking Challa on a Hawaiian island while shooting a scene for a David Lynch, Quentin Tarantino, Fellini collaboration.

Online publication, Editorial Emergency says about Quincy and her sophomore recording "Come Closer", "her husky delivery navigates the shifting territory with aplomb. Coleman's feel for the swoony tropes of yesteryear at times recalls Maria Muldaur and Van Dyke Parks, though her voice is closer to the knowing, rootsy timbre of Shelby Lynne." While Paste magazine describes "Come Closer" as "AsylIn meets Tom Waits."

You are listening to ["I'm Crying"](#) of Quincy's album "Also so known as Mary", available on iTunes®. Quincy is managed by our dear friend Mike Gormley of Yes Dear Entertainment.

---

### [| Ironworks signs biLLy bOy on poiSon! |](#)



### **2007 Hollywood-Sunset Strip**

A world famous club hosts biLLy bOy on poiSon! Looking out over a SOLD OUT crowd of over 1,000 screaming, moshing, jumping, dancing kids--- and you're transported back to a time when music was an escape. Weaving its way into the fabric of the times and becoming a way of life. This stage has seen Morrison, Dylan, Sting, Bono, Led Zeppelin, Hendrix and countless others.

As you watch the performance of biLLy bOy on poiSon, you repeatedly have to remind yourself you're watching a band of 16 year old boys with an 18 year old female drummer! The energy is definitely youthful ala The Rolling Stones circa 1965 or The Stooges of the early 70s. There's also a youthful delivery of the music. Youthful yes, but this band is the real deal! These are not fakers, these kids are



living music, biLLy bOy on poison, is living Rock and Roll! Its always live, heartfelt and extremely genuine!

Good luck with Ironworks you guys! | [Visit their mySpace page here...](#) |

[Unsubscribe](#) | [Privacy Policy](#) | [Update Profile](#) | [Send to a Friend](#)



This mailing has been performed on behalf of a client of iFanz, located at 322 Culver Blvd #124, Playa del Rey, CA 90293, in proud compliance with all the rules and regulations indicated in the CAN-SPAM Act of 2003.

Your email address has been opted in, or supplied to us by a client under our strict Spam Policy Guidelines, displayed on our website at [www.ifanz.com](http://www.ifanz.com). You can automatically unsubscribe from the individual list by clicking the "unsubscribe" link at the footer of this email or by sending a paper copy of the email via mail to the address above.