



-----> **MBP BizMajic News** <-----

Let US put a little Hocus-Pocus in your Business!
PUBLISHED Since May 2001
Subscriber Count: 38,000+

In this Issue:

- Welcome message from publishers
- "Little Known Quotes by Famous People"
- Article – "12 Tips To Higher Response Ads"
- Publisher Exchange
- Joke of the Day
- Computer Tip of the Week
- Freebies of the Day
- 2 Contests



-----> **Message From Publisher** <----- (I)

Hello!

Welcome to all new MBP BizMajic subscribers.

Has winter hit your area with vengeance? Here in BC Canada we have had storm after storm after storm! It just does not seem to want to end. I bet we have had 2 feet of snow just in the last two days and this is not normal for this time of year. This time last year many were still golfing! The temperature has been downright cold at -17C to - 27C for lows. Then there are the ones that love to be out in this weather, enjoying the beauty that snow can bring.

I was one of those people last night, but not a very smart one at that. My husband decided it would be fun to take the snow machine out for a rip but we live in town not on acreage. So I hop on the back of the snow machine and off we go to test it out in all the new snow. First vehicle we see is a police officer! Now I am not one to go out and do something like this but figured no harm done. Little did I know it is very illegal, huge fines and a lot of embarrassment. <grin> The police officer was very nice and understanding and told us to take the sled back home without any fines! Our joy ride, as some would say lasted a couple of blocks before we were sent home. Some FUN in the snow. My children are still laughing at this moment about Mom and Dad getting stopped by the police on the snow machine. Just not something we do.

When you've got your draft, run it through this 12-point inspection. Cover off these basics, and you can be sure you're off to a running start.

1 – Do You Have A Compelling Headline?

Does it generate curiosity or envy? Does it promise a benefit that will compel someone with an interest in what you're selling to keep reading. Remember, your headline is the ad for the ad.

When I am being paid to write direct response ad copy, or a sales letter, or have a very important sales objective of my own, I normally write 25 headlines before I begin the body of the piece.

Then I'll pick half a dozen that I think will work & test them. The best of the rest, I use as sub headings throughout the piece to propel readership, and draw skimmers & skippers back into the copy as they move down the page.

2 – Are Your Headlines Pleasing To The Eye?

I most often find that headlines work best when they are centered on the page, & present a balanced appearance in terms of the shape they create. Encasing them in quotation marks also serves to grab more attention.

Long top headlines tend to reduce readership, but if they help qualify more effectively they can improve sales! Try them, but look for ways to modularize the text using punctuation & spacing so your readers don't suffocate trying to read them. Sometimes a long top headline is better presented as two or even three separate headlines.

3 – Is Your Opening Provocative & Arresting?

Does it trip the reader, interrupting the internal turbulence of the day? Each line of your ad copy must serve to "sell" the reader on continued reading, especially at the beginning.

You are looking to build enough momentum & interest to convey the points necessary to generate a greater desire for the product than it's price. Generally speaking, the higher the cost of the product, the more words required.

4 – Are You FAB Balanced?

You must focus on painting a picture of your prospects future life, as a result of their purchase. Does your copy promise emotional benefits? Does it pledge the realization of positive feelings, or the relief of negative ones?

Does it show how these outcomes are achieved with concise descriptions of the features & advantages that will deliver them? Your ad copy must strike a balance between emotion & logic if it is to be effect.

5 – Are You Creating Excitement & Enthusiasm?

Demonstrate your personal belief in what you are selling. Will your message quicken the readers pulse? Is it upbeat, positive, & full of inspired energy? Is there a sense of WOW?

6 – Is Your Body Copy Highly Readable?

Remember simple is best. Keep sentences short. Use a plain 10-point to 12-point font. Paragraphs no more than a few lines. Words that are comfortable & specific to the audience you are targeting. Inject subheads to break up text. Highlight important points.

7 – Do You Have High YOU density?

Remember to you use the words YOU & YOUR to the hilt. Your reader is auto translating to ME & MINE.

8 – Are you speaking intimately?

Can you get a strong sense of personality when you review your letter after being away from it for a while? Visualize yourself, or the character you are personifying, writing a personal letter to your perfect prospect. Never write to a crowd.

9 – Are you inspiring the readers imagination?

You must trigger mental images with your writing. The mind has difficulty distinguishing between vividly painted word pictures, & reality. Daydreams enchant, & emotions flow in their wake.

When you have emotion, you have desire. When you have desire, you have suggestibility. When you have suggestibility, you can direct action. Your levers are allegory (storytelling), metaphor, similes, verbs, adjectives, & specificity.

10 – Do you offer proof?

Specific testimonials & convincing guarantees worked into your ad copy are essential.

11 – Is your offer irresistible?

People are greedy, & they don't part with their money easily. Are you piling bonuses on top of your reasons why they should part with their hard earned money, in exchange for immediate action?

12 – And finally, do you have a killer P.S.?

For some reason, the P.S. at the bottom of a sales letter gets read a lot. Make it stop your reader in their tracks, like a deer in the headlights! Associate a positive outcome with taking the desired action, or a negative one with delay or inaction.

So there you have it. Exercise this 12-step ad copy checklist before your sales rubber hits the road.

Daniel Levis is a top marketing consultant & direct response copywriter based in Toronto, Canada and publisher of the world famous copywriting anthology "Masters of Copywriting" featuring the marketing wisdom of 42 of the world's greatest copywriters, including Clayton Makepeace, Joe Sugarman, Joe Vitale, Bob Bly and dozens more! For a FREE excerpt visit the link <http://mybizpages.wickiup.hop.clickbank.net>

-----> **SPONSOR AD** <----- (I)

Frustrated with Affiliate Programs that don't make money?
Here's a Simple and Direct, No-Frills, Honest 6 Step Plan to a Fortune Using Clickbank - <http://www.ad-alyzer.com/727/clickbkmach>

--*-- --*-- --*-- --*-- --*-- --*-- --*--
Publisher Ad Exchange (O)
--*-- --*-- --*-- --*-- --*-- --*-- --*--

Interested in a Publisher Ad Exchange?

If you are an ezine publisher and would like to exchange ads, please send me an email and provide details on your ezine, focus, circulation size and how often published to:
<mailto:admajic@mbpadvertising.com>
Thanks!

--*-- --*-- --*-- --*-- --*-- --*-- --*--
JOKE OF THE WEEK (S)
--*-- --*-- --*-- --*-- --*-- --*-- --*--

When my three-year-old son opened the birthday gift from his grandmother, he discovered a water pistol. He squealed with delight and headed for the nearest sink. I was not so pleased. I turned to Mom and said, "I'm surprised at you. Don't you remember how we used to drive you crazy with water guns?"

Mom smiled and then replied....."I remember."

Q:
Can you give me any information about the Google Pack?

A:
I sure can! This is actually pretty cool, so I'm really glad you asked about it. If you're an avid Google user, you'll definitely want to check this one out. Basically, the Google Pack is a collection of essential Google software that you can download for absolutely no cost. It's a compilation of the software that Google feels is most important for its users to have on their computers. Interested? Want to know what all it includes? Then keep on reading!

Below is a list, along with a brief description of each program, that the Google Pack includes.

- 1.) Google Earth - We have talked about this one before in our newsletters. It is a 3D Earth browser that you can use for maps, driving directions, hotels, restaurants and any other thing you may be looking for. You can also use it to zoom into street levels of certain places. It's sort of like a tour of the world, if you really think about it.
- 2.) Google Desktop - This is Google's version of the ultimate computer desktop companion. With this, you can keep all your e-mails, files, Web histories and so much more all in one place. You can personalize it to fit your needs, which makes it so handy.
- 3.) Picasa - We've also talked about this one before in our newsletters. This is a photo organizer that you can use to store, share and edit your photos with. It's amazing what this program can do for you and your pictures.
- 4.) Google Toolbar for Internet Explorer - If you use IE, you'll love this toolbar. It includes the whole nine yards when it comes to toolbar needs. You can search, bookmark, block pop ups and so much more right from this toolbar. It's like your very own sidekick on your PC.
- 5.) Google Pack Screensaver - Along with all of the above mentioned, you get an awesome screensaver to call your own. This isn't just any screensaver either. It is a photo saver that you can fill up with your own photos. You can either put your pictures into a collage for a slideshow or let the full sized ones be the stars of the show. Either way, it's a very cool accessory for any computer.

Now, as if all that weren't enough, there's more that comes with the Google Pack! You can also get a Firefox Google toolbar (just like the one for IE), you can get the Norton Antivirus utility (a six month subscription), enjoy the AdAware SE Personal antispyware utility and get the Adobe Reader 7 program. Also, you can include Google Talk, Google Video Player, RealPlayer, GalleryPlayer HD Images and Skype as additional options to your pack.

All you have to do to get the Google Pack is download it. Visit http://pack.google.com/intl/en/pack_installer.html?hl=en&gl=us and get started now! Just click on the "Download Google Pack" link and your download will start. Now, what if you have some of the software that's included already on your computer? No problem! Google will be able to recognize that and they will only download any newer versions of the programs you already have. There's an option to remove some of the software if you really don't want it too, so you don't have to worry about getting something you truly don't want.

If you'd like to read more about any of the software before you do the download, just click on the "Learn More" links after each program listing. This way, you'll know for sure what you're putting onto your computer. The Google Pack is a great deal (remember, it's free!) and it's just an easy way to enjoy some of the most prominent software available online today. You do have to have Windows XP on your computer to be able to enjoy all that Google Pack offers, as well as, Internet Explorer 6.0 and above or Firefox 1.0 or higher.

Now, how does all that sound to you? I thought you might like it. Download it today and start enjoying all the benefits of these great programs from Google!

Steve, Publisher
Computer Tips and Techniques
<http://www.worldstart.com/comptips.htm>

--*-- --*-- --*-- --*-- --*-- --*-- --*-- --*--
MBP BizMajic Contest - Top Sponsor Ad (U)
--*-- --*-- --*-- --*-- --*-- --*-- --*-- --*--

Top Sponsor Ad Feature Site Contest!

There are 3 questions pertaining to the Top Sponsor Advertisers ad, you will receive 1 entry for each question you answer correctly. You will have to visit the site to answer the questions.

All correct answers will go into a drawing for 500 000 Top Sponsor Ads! Your 4 line ad placed at the top of 500 000 outgoing safelist emails! The more questions you answer correctly the better your chance of winning. We will draw 5 LUCKY winners for 500 000 Top Sponsor Ads! (Value is \$50)

YES 5 WINNERS – Get your Entry in!

The Top Sponsor Feature Contest...
3 fill in the blanks/questions, but remember, you have to go to the Top Sponsor's Ad site. Each question answered = 1 entry into the contest

- 1 – What is the 3 step process?
- 2) What site is Eric Summers the founder of?
- 3) Who is the Agency Owner for this site?

Enter now! <mailto:admajic@mbpadvertising.com?subject=contest>

Get your Entry in for the Contest!!
The next winner could be YOU!

Winner will be drawn Dec 7

Congrats to Last Weeks Winners!

--*-- --*-- --*-- --*-- --*-- --*-- --*--
****FREEBIES OF THE WEEK**** (O)
--*-- --*-- --*-- --*-- --*-- --*-- --*--

Our goal is to provide you with useful ways to make the most of your money and time. Practical ideas that you can put to use right away. <http://www.stretcher.com>

Record Internet audio with your phone to add audio and voice to your website, blog, auction, ipod podcast or page. FREE Signup! Earn money
<http://www.go2u.biz/control/redirect.php?id=3000>

Subscribe to WriteSuccess--The FREE biweekly ezine of ideas, information and inspiration for writers
<http://writesuccess.com/>

Edit your pictures online
Crop, Rotate, Resize & More
<http://snipshot.com/>

Your source for recipes & meal ideas
<http://www.recipespin.com/>

--*-- --*-- --*-- --*-- --*-- --*-- --*-- --*--
MBP BizMajic Contest - Word Unscrambler (R)
--*-- --*-- --*-- --*-- --*-- --*-- --*-- --*--

** Please Note: Draw is made THIS
Thursday.. so get your entry in

Okay here is the scoop on the contest.
In this ezine, you will find 11 letters
that are in () . You need to find all
11 then unscramble the letters to make
a word. Once you think you have
the word, email us at
<mailto:admajic@mbpadvertising.com?subject=unscramble>
with your 11-letter word and you could
win a MBP BizMajic Middle Sponsor Ad
- Yes! Your ad featured in this Ezine!

I will contact the winning subscriber
For the ad they wish to run.

We will draw 1 lucky subscriber
from the entries received WITH the
correct 11-letter word in their email

Can YOU Guess this week's Word??

Check the details on how to get
yourself put into the draw for this
great contest!! You could be the
LUCKY one that will win!!

The draw will be made Dec 7
so get your entry in today!!

Last weeks Word was:

extraneous \ek-STRAY-nee-uhs\, adjective:

1. Coming from or existing on the outside.
2. Introduced from an outside source.
3. Not essential or intrinsic; foreign.
4. Not pertinent to the matter at hand; irrelevant

CONGRATS goes to this weeks
Winner for Guessing the
correct word - Karen Dries!

FR^E ADVERTISING.. Got to love it!
Get your entries in; the winner
will be drawn Thursday..

-----> **BOTTOM SPONSOR AD** <----- (P)

One Safelister Solo Ad sent PER Month
for a FULL YEAR! You will be able to
change your ad at any time! Pre-Book
your advertising and SAVE BIG! Your
Solo Ad sent to 18,000+ Safelister Members
<http://www.safelister.com/soloadspecial.html>

Your Partner in YOUR Success,

Val Burnett
MBP BizMajic News
<http://news.mbpadvertising.com>
Please contact me at
<mailto:admajic@mbpadvertising.com>
with any issues, questions, or comments.

By subscribing and/or joining programs owned and
operated by MBPAdvertising,LLP and/or subscribing
to our newsletter, you are giving direct consent
to receive our weekly newsletter and any third-party
or in-house advertisements that may be sent out by
MBPAdvertising and MBP BizMajic News. You may remove
yourself at any time from further mailings through
the provided unsubscribe links found at the bottom in
each mailing from MBP BizMajic.

We respect your privacy. Your email address and personal
information will never be sold, rented, traded, or
shared with anyone.

MBPAdvertising, LLP
Canadian Headquarters
PO BOX 855
Sicamous, BC
V0E 2V0
Questions accepted at:
admajic@mbpadvertising.com