



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

**Let US put a little Hocus-Pocus in your Business!**

**PUBLISHED Since May 2001**

**Subscriber Count: 38,000+**

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

Hello!

Welcome to all new MBP BizMajic subscribers.

December is in full swing now. This is when many of us find that there is not enough time in a day to complete all the tasks are on the to-do list that we make for ourselves.

Yes, the baking, the shopping, Christmas decorating, driving the kids to all their special Christmas activities but not only that, we also have to still fit in the hours for our hectic work schedules, which sometimes seem to increase during the holiday season.

Organization and help from your family for special projects or tasks that need to be completed, will help keep things in order during this busy season. Remember the true spirit of Christmas and do not be so worn out from all the activities and the large to-do list to not be able to enjoy the season and your family.



SEO, JV's and PPC traffic will all deliver targeted customers. These techniques require specific knowledge too lengthy to discuss in one sitting. Below are five diverse methods that you start to use to drive targeted customers to your site with the knowledge you gain here.

1. Join the world and start blogging! Blogging is an online weblog or diary that can be easily updated. Your readers can even leave comments or answer polls. Blogger.com, a large server based blog, is owned by Google. Although there are great advantages to posting to a Blogger site you always want to have a blog hosted on your own site. Blogger will take down sites and sometimes for no apparent reason. You can lose all your data and traffic in seconds. Use Blogger to point to your primary site. This gives your site one more back link, another source for traffic and a reason for Google to spider and index your primary site following the links from Blogger. You can post the same content on both blogs and redirect people to pick up an RSS feed from your primary blog.

2. There are people talking about your niche on any number of forums and groups. Join several and provide accurate content rich answers to their questions. Be seen as a helper, someone who is truly interested in the topic and the people. Do not spam. Do not advertise but place your site in your signature line. You'll be pleasantly surprised at the number of good customers you'll receive. If people are motivated enough to join a forum or group to discuss their issue then they most likely are motivated to find good information.

3. Article marketing has been a topic of conversation for several years now. People seem to attempt this particular avenue and get discouraged easily. Although this type of marketing will economically generate targeted customers it is a time consuming job. The best technique to use is to post at least three to four articles per week to two or three of the top article directories. It's not necessary to post to 300 directories, just the ones with high page ranks like ezinearticles.com. These article postings do three things. You have back links from a site with a high page rank; you have access to publishers and your content will be found on organic searches based on the keywords and phrases you enter when you post to the directory.

4. Viral marketing has a mystique about it. The first site that accidentally took real advantage of this method was Interview With God. The owner of the site published a public domain poem on the net just a couple of months before 9/11. His site was 'discovered' by many people who took solace from the poetry and began sending the site to all of their friends. The rest was history. The essence of viral marketing is sharing information with people you know. There are several avenues open to you and even more if you use your imagination. You can take advantage

of social networking sites and social bookmarking sites where you can share your information with all of your new 'friends'. Tell a friend scripts on your site can encourage your current visitors to tell their friends. You'll find that people will tell their friends if your site is funny, touching or if you offer incentive. Another technique is to offer free information through ebooks with links back to your site.

5. Do you have expert knowledge on a particular subject that relates to your website and business? You not only can share that knowledge in groups and forums but also by using answer sites through Yahoo Answers or eHow.com. In these arenas people post questions and others post answers. People who read the answers rate them. Your site gets traffic when people perceive that you are giving high quality answers.

You have the knowledge to drive traffic to your site. This may not be the flood of traffic that dreams are made of but they are targeted customers, the most important kind of traffic. As your skill using these techniques improves so will the number of buying customers visiting your site. And isn't that the point?

Jo Han Mok is a #1 bestselling author and frequent featured speaker at Internet Marketing bootcamps and conferences. Visit his website for a simple step-by-step plan to profit online in 21 days or less!

<http://www.SuperFastProfit.com>

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

Unstoppable Flood Of Targeted Traffic to ANY website

<http://www.mbpsafelist.com/safelist/l.cgi?seo10>

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**Publisher Ad Exchange** ( O )  
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**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!

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**JOKE OF THE WEEK**  
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( I )

A drunk guy, who smelled like beer sat down on a subway seat next to a priest. The man's tie was stained, his face was plastered with red lipstick, and a half empty bottle of gin was sticking out of his torn coat pocket. He opened his newspaper and began reading.

After a few minutes the man turned to the priest and asked, "Say, Father, what causes arthritis?"

"My Son, it's caused by loose living, being with cheap, Wicked women, too much alcohol and a contempt for your fellow man."

"Well, I'll be," the drunk muttered, returning to his paper.

The priest, thinking about what he had said, nudged the man and apologized.

"I'm very sorry. I didn't mean to come on so strong. How long have you had arthritis?"

"I don't have it, Father. I was just reading here that the Pope does."

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**Computer Tip Of the Week**  
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( I )

**Provided by Computer Tips and Techniques**

<http://www.worldstart.com/comptips.htm>

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**MySpace QuickTime Worm**  
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It seems that on December 1st, a cross-scripting worm was discovered to be infecting MySpace accounts. The JS/Qspace, as it has been called, is a worm that uses vulnerability in Apple's QuickTime Media Player HREF feature in order to redirect visitors to a phishing site. Once on the site, the users are asked to put in their information where it is then gathered.

The vulnerability is a two part attack. First, it uses the before mentioned vulnerability in QuickTime in order to take advantage of the vulnerability in MySpace, which can allow the automatic modification of an account, even from a Web site. This modified account then becomes a trap for other unsuspecting users, by creating an appealing page, complete with a .mov file to view.

The QuickTime vulnerability uses the HREF feature in QuickTime, which allows links to be put into movie files that can link out to ftp/http/https sites and even run JavaScript. An infected MySpace user account has been modified with an embedded QuickTime movie and a modification of all the links on the page to redirect visitors to the phishing page. If a user wishes to view the movie, they are redirected to a bogus login page where they are prompted to enter their username and password at which time, the information is collected. This information is then used to log in and modify that account and so on and so forth.

The MySpace part of this attack comes in the form of being able to modify MySpace accounts from an outside location and being able to modify accounts in bulk, without any sort of system security intervention. This allows the second half of the infection, which is the assimilation of the infected user's account, to ensnare other members. Some of the modifications include the embedded QuickTime movie and the modification of all the links on the page. The page itself gets a new look with a blue navigation bar, among other things, that are not usually present on a MySpace user account page.

The infected user will also attempt to gather up some business by spamming all the users in the infected user's contact list. The spam appears to have an attached movie, but it actually redirects you to a porn site where a company called Zango, Inc. takes over. Zango, Inc. is formerly known as 180 Solutions, which is a company that coincidentally settled for three million dollar deal with the Federal Trade Commission a month ago in an AdAware case, in which they were accused of adding software without proper user consent.

There are over 73 million registered users on MySpace and in an unofficial security scan of 150 MySpace users, it was revealed that one third of all the users were infected. That could potentially be some huge numbers. MySpace has reported, however, that they have already shut down all of the infected accounts, so everyone should be safe now.

This isn't the first time there has been an attach on the MySpace Web service and in fact, there were a couple of variations of this worm floating around the site as well. On top of taking advantage of the unlatched vulnerabilities, the reason this particular virus was so successful is because of the fact that people think movies are always safe. Well, they obviously aren't, so keep that in mind. Also, the fact that with MySpace, the account seems to timeout quite often, prompting the users to log in from time to time, makes things questionable. This makes the QuickTime movie file login seem like it belongs, so unsuspecting users would log right in, coughing up their information to the attackers.

In short, watch what you're clicking on in MySpace. This holds especially true with any QuickTime .mov files and any suspicious messages from your contacts, complete with links. If MySpace asks for your account login information, be suspicious and recheck the actual address.

Until next week, stay safe out there

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

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**MBP BizMajic Contest - Top Sponsor Ad ( R )**  
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**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 definition of victim according to this site?
- 2) What are two things you will learn the truth about?
- 3) What do you get with purchase?

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 14

**Congrats to Last Weeks Winners!**

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**\*\*FREEBIES OF THE WEEK\*\***  
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( T )

Many want to find an alternative to MS Office.  
Here is a great program my partner showed me  
That works just like MS office but the great point  
It is FREE

<http://www.openoffice.org/>

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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>

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Subscribe to RichResults— Mark Victor Hansen  
Signup and get smart strategies, informative  
articles and action steps to creating Rich Results  
in your life.

[http://www.markvictorhansen.com/rich\\_results\\_form.php](http://www.markvictorhansen.com/rich_results_form.php)

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The best program to help you filter out the spam in your  
inbox. I have used this program for going on a year and  
I am just amazed at how accurate it is! You train it to  
know what spam is and what is not. Very important in  
the fight of filtering out spam in your inbox.

<http://popfile.sourceforge.net/>

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Solo-Ads.com Subscribers get Fr^e SOLO EZINE ADS!

<http://wetrack.it/soloads/af.cgi?5670>

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

\*\* 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 10 letters  
that are in ( ) . You need to find all  
10 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 10-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 10-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 14  
so get your entry in today!!

Last weeks Word was:

avoirdupois \av-uhr-duh-POIZ; AV-uhr-duh-poiz\, noun:

1. Avoirdupois weight, a system of weights based on a pound containing 16 ounces or 7,000 grains (453.59 grams).
2. Weight; heaviness; as, a person of much avoirdupois

CONGRATS goes to this weeks  
Winner for Guessing the  
correct word - Ken MacKenzie!

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

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

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>

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Your Partner in YOUR Success,

Val Burnett

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MBPAdvertising, LLP

Canadian Headquarters

PO BOX 855

Sicamous, BC

V0E 2V0

Questions accepted at:

[admajic@mbpadvertising.com](mailto:admajic@mbpadvertising.com)