



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

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

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

Hello!

Welcome to all new MBP BizMajic subscribers.

February is already here and soon winter will be over. For some of us in US/Canada that has been hit with the worst weather in over 20 years, it can not be soon enough. There were some places this week in Canada that hit -40 .. man that is COLD! Then there is snow and more snow! We have a 10-12 foot snow bank in our driveway from plowing each time it snows. That is not a normal winter occurrence where I live, but this year we all are getting familiar with shoveling, plowing and braving the cold on a more frequent basis.

My husband and I are starting to get excited and looking forward to our trip to Malta in just over 3 weeks. We are going to be flying over and staying with Liz and her husband for two weeks. First trip without the children... exciting!! Liz is a dear friend but also she provides the customer support for our company, and I must say she does a mighty fine job!

It is going to be quite a different experience for us with this trip as we have never flown over the ocean before nor have we been this far away from our two daughters for any length of time. Now the only thing to do is figure out what to pack as I hear the weather is a lot warmer then here and then figure out what to do in the Gatwick/Heathrow airport for 9-12 hours during the layovers.

It's far easier to make someone else a believer when you're a believer yourself.

Let's say you have a health problem and you go to a doctor. You want him to listen, evaluate and investigate. When he makes his recommendation, you want to hear as much confidence as possible.

"Andrew, you've got the plague. Here's a prescription that will fix you right up," is a lot more reassuring than, "Andrew, I think you either have gout or it could be scurvy. Or possibly lupus. Then again, it might just be the flu or a bad cold. I'll write you a prescription. Maybe the drugs will make it go away, maybe they won't, and you might want to call me if you think they make it worse."

A subordinate I'd inherited once asked me, "Do you think it would be okay if I got some sort of raise, eventually at least?" Hardly a question asked by someone convinced of the overwhelming force of his case. Maybe he was going for a pity raise.

A few months later, one of my top people approached me for a pay increase. She concluded by saying, "So that's why a 20 percent raise makes such perfect sense. I know it's not time for my yearly review and I know 20 percent is a lot more than normal, but obviously these aren't normal circumstances. I just want to make sure I can count on your backing."

She didn't get the raise simply because she expected to get it. But she did get the raise. I got her more than she expected, bringing her into line with the top people in her position in the company. Which is exactly what she deserved.

Confidence sells. And the closer confidence gets to absolute conviction the more powerful it becomes. That's why crazy people can sometimes be so convincing. Hitler never had a moment's doubt or hesitation. He believed so absolutely an entire country was swept along in his insanity.

In the late '80s, I was asked to consult on a start-up operation by a potential client who soon turned out to be a megalomaniac. The man was on drugs and under psychiatric care and absolutely convinced that he was going to revolutionize consumer purchasing.

What was astonishing was how many intelligent people he'd pulled into his fantasy, including a high ranking ex-military officer and the chairman of the board of a leading Fortune 100 company. Investors were throwing money at him, and a telecommunications giant provided several million dollars worth of equipment on credit. None of them were bothered by the fact that the man's conception of the business he was creating changed hourly. And that, because of that, no one, least of all the poor man himself, had any idea of what the final product he was developing might be.

Such is the power of confidence. In the late '90s of course, the above model became standard operating procedure for dot com start-ups.

Confidence is also why people too obtuse to understand what's wrong with their position sometimes succeed in convincing others. As Bertram Russell said, "The trouble with the world is that the stupid are cocksure and the intelligent are full of doubt."

That's not the kind of confidence you want to project. That type of confidence is fragile and brittle. And it's too often revealed as false—ideally sooner rather than later—when it's buffeted by reality. The confidence you need to project comes from having made your proposal the best it can possibly be; from understanding the downside and having made peace with it; from making the What's-In-It-For-Them as potent as it can possibly be for each of the Them's you're trying to bring on board.

And it comes from laying your cards out on the table and granting the people you're dealing with their legitimate points when they have doubts. (Grant their legitimate points and the points you need to make your case become far more believable.) So they can make a completely informed decision. And knowing that if they do, in most cases, they will (and they should) go along with what you're proposing.

That's real confidence. The operative word being real. If you can't do that with whatever it is you're advocating, maybe you should be advocating something else.

Author, speaker Barry Maher, is an expert on communication, leadership, management & sales as well as a motivational keynote speaker. This article is adapted from his book, Filling the Glass, honored by Today's Librarian magazine as "[One of The Seven Essential Popular Business Books." Read Barry's other articles, sign up for his newsletter and/or contact him at www.barrymaher.com (<http://www.barrymaher.com/>) .

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

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JOKE OF THE WEEK
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Life in the North....eh?

Your idea of a traffic jam is ten cars waiting to pass a Snow plow on the highway.

You measure distance in hours.

You know several people who have hit deer, moose, or bears more than once.

You often switch from "heat" to "A/C" in the same day.

You use a down comforter in the summer, but can walk outside barefoot in the winter to grab the beer off the porch.

You see people wearing hunting clothes at social events.

You install security lights on your house and garage and leave both unlocked.

You think of the major food groups as moose meat, fish and berries.

There are 7 empty cars running in the parking lot at the Canadian Tire store at any given time.

You design your kid's Halloween costume to fit over a snowsuit.

Driving is better in the winter because the potholes are filled with snow.

You think lingerie is tube socks and flannel pajamas.

You know all 4 seasons as: almost winter, winter, still winter, and construction.

It takes 3 hours to go to the store for one item even when you're in a rush because you have to stop and talk to everyone in town.

You know it must be cold out when there's ice chunks floating in the river.

You know where Quesnel is, and you pronounce it correctly.

When you go to parties in the winter, you wear your Sorels, and bring your nice shoes in a grocery bag.

In the winter, it is more than normal to drive your snowmobile to a party instead of your truck.

You know where 100 Mile House, 103 Mile, 105 Mile, 108 Mile, 99 Mile, 94 Mile, and 70 Mile are, and don't really think those are strange names for towns.

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Q:

I have to admit, I'm getting up there in age and when I go to the doctor, half the time, I walk away not having a clue what he talked about. Is there any good medical advice that can be found online? You know, some place I can visit to get a little clarity as to what my doctor told me. Any suggestions would be great!

A:

This is the perfect question for just about anybody. It doesn't matter how old you, we all have to go to the doctor at some point or another and let's face it, sometimes they can be a bit confusing. They may tell you you're suffering from this or you have that and you need to do this, etc., etc. It could go on and on. In situations like that, good medical advice can be priceless.

So, I'm here today to tell you what you can do to make all of that just a little easier on yourself. Here's the scenario: You have an appointment with your doctor and you leave their office feeling more confused than ever. You went in thinking you only had back pains and you left with some sort of "condition." And even though you asked your doctor to clarify, you still didn't catch on, so you just head on home. (Sometimes they can just be too smart for their own good!) Well, when you get home, just sit down at your computer and get connected to the Internet.

There are a few good medical Web sites that you can visit to get complete trustworthy advice. Here's a list of the four best medical sites online today:

1.) WebMD - This is one of the best around. It is the main leader in medical reference Web sites and it just has thousands of articles that you can read through for advice. You will find an explanation for just about anything on this site, as well as, take mini tests that will shed some light on what could be ailing you. This site is good for both men and women. <http://www.webmd.com/>

2.) MayoClinic - This name may sound familiar to you. It is similar to WebMD in that it can help you figure out your diagnosis and it even has a lot of information about drugs and supplements that you may have been prescribed to by your doctor. This site also has an "Ask the Specialist" section where you can ask other doctors to help explain what your doctor couldn't get across to you. It's more of a laid back type situation and you'll probably feel more comfortable asking about it this way. <http://www.mayoclinic.com/>

3.) eMedicineHealth.com - This site is a little different than the first two, but it's an excellent resource, nonetheless. It is geared more for helping with first aid issues. It goes over procedures you should use when dealing with certain emergencies. This site can actually help you figure out what to do before you plan a visit to the doctor. <http://www.emedicinehealth.com>

4.) HealthAtoZ.com - This is another Web site that just has gobs and gobs of medical suggestions, tips and advice. This is actually a good back up site to check on if none of the other ones have what you're looking for. <https://www.healthatoz.com>

There is actually one more site I want to tell you about, but it's a little different than the others. It's called RX List (<http://www.rxlist.com/>) and it provides information for all the prescriptions you might have to take. It goes over what side effects can come from certain drugs as well. All in all, those five Web sites are very helpful if you ever have any questions about your medical issues.

Okay, so you might be wondering why you would want to look online for medical assistance. How can trust that information? Well, of course, the ultimate decision to use these sites or not would be up to you, but the information is provided by registered doctors, so you can be sure they know what they're talking about. There are other sites on the Web that may not be so reliable and that's why I only told you about the above five.

Another good thing about online medical sites is that you could even combat having to go to the doctor in the first place if you use them as resources. If something is bothering you, you can always visit one of these sites and find information about it before you even call up the doctor's office to schedule an appointment. Almost every disease, condition, etc. is covered on one of these sites, so you should at least be able to find a little information about it first. Then, if you still feel like you need to see your doctor, you will know a little better of what you should ask them. The Web site information will help you prepare and you'll even impress your doctor by doing so!

One more thing you may want to try before you run off to the doctor is a support group. If you just want to talk to other people about your medical problems, you can do so by joining an online support group. This way, you can remain anonymous while you exchange e-mails, message board posts, etc. with other people who can help with your questions and concerns. You can find a list of all the support groups by doing a search on Google (or any other search engine) for "support groups."

So, there you have it. Medical advice and so much more right at your fingertips!

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 (A)
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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 does Membership 2 provide instant access to?
- 2) What does Membership 9 provide instant access to?
- 3) What is the total value of this membership package?

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 Feb 16

Congrats to Last Weeks Winners!

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****FREEBIES OF THE WEEK** (I)**
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NetCorridor - Free Webmaster Resources includes a KEYWORD GENERATOR, Broken Link Checker, Meta Tag Generator and MORE!!
http://www.netcorridor.yellowpipe.com/web_tools.php

Instant access to useful financial ratios,
business statistics & benchmarks,
effective and understandable online
analysis of businesses & industries
<http://www.bizstats.com/>

Business and Marketing News
http://www.techweb.com/headlines_week/

TaxMama.Com
Tax Information With A Mother's Touch
Published by Eva Rosenberg, MBA, EA
<http://www.taxmama.com/>

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MBP BizMajic Contest - Word Unscrambler (G)
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** 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 9 letters
that are in () . You need to find all
9 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 9-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 9-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 Feb 16 so get your entry in today!!

Last weeks Word was:

adumbrate \AD-uhm-brayt; uh-DUHM-\, transitive verb:

1. To give a sketchy or slight representation of; to outline.
2. To foreshadow in a vague way.
3. To suggest, indicate, or disclose partially.
4. To cast a shadow over; to shade; to obscure.

CONGRATS goes to this weeks winner!

FREE ADVERTISING.. Got to love it!

Get your entries in; the winner

will be drawn Thursday..

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

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YOU are worth – Go Here NOW and Download the FREE dialer!
Free Long Distance To US/Canada/Australia & New Zealand!
Plus EARN as a FREE User! R Success Guarantee!
<http://www.go2u.biz/control/redirect.php?id=3326>

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