



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

Let US put a little Hocus-Pocus in your Business!
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-----> **Message From Publisher** <----- (0)

Hello!

Welcome to all new MBP BizMajic subscribers.

On Sunday, my partner and I flew out to Las Vegas to attend the CES and the Emmys. We spent Sunday evening and Monday in business meetings held at the Rio and the Wynn Hotel and by 6pm we were arriving at the Venetian Hotel for the Awards Banquet and Emmys for Technology & Engineering.

We had the pleasure of sitting at a private table among the top companies in the world that was nominated and presented Emmys for technology and engineering including Microsoft, Adobe, RCA and More! Our table consisted of Mr. Al Krauza (President) and Mr. Jim Ferras (CEO,) of Adcalls, Inc (<http://www.adcalls.bz>) plus Michael Knox the CEO of Voice2page (<http://www.voice2pagemembers.com/member1171219988>). Michael Knox and his production company is also known for the development of over 70 Software titles including Monday Night Football and John Madden Football. These were just a few that were among the business associates we had the true pleasure of dining with during the awards banquet. It was a truly wonderful experience to be able to share the privilege of being there during the presentations of the Emmys to the pioneers in the Technology and Engineering fields.

If you would like to view the Emmys – TvWorldWide broadcasted live over the internet and you can view it at <http://www.tvworldwide.com/events/emmys/070108/> And if you want to check out the consumer electronic show. There is some amazing electronics being shown – yes Gadget Heaven for some!! <http://www.cnettv.com/?tag=nl.e404>

Tuesday morning my partner and I were ready to fly back after the quick business trip. I am glad to be back and catching up on work. But I can tell you Las Vegas has much nicer weather then we are experiencing up here in BC Canada. Today it is a balmy -25C (13F) I may consider flying back there just to warm up!!

Grab a hot chocolate and enjoy this weeks issue!

Smile... Be happy and Live life to the fullest.

Enjoy your weekend and tune in next time for another informative issue of MBP BizMajic News.

Your Partner In YOUR Success,

Val Burnett
MBP BizMajic News Publisher

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

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"You gain strength, courage and confidence by every experience in which you really stop to look fear in the face... You must do the thing you think you cannot do."

Eleanor Roosevelt
1884-1962, Social Activist and Former First Lady

What is Selling?

By Wendy Weiss

I looked up the word "sell" in the dictionary. This is what it said:

"To persuade (another) to recognize the worth or desirability of something."

This definition assumes value. It assumes that you recognize the value of whatever it is that you are selling. Inherent in the definition is the concept of worth or desirability.

I also looked up "salesperson," "saleswoman," "salesman," "sales clerk," and my favorite, "sales talk." The definition for "sales talk" was, "a line of reasoning or argument intended to persuade someone to buy something."

Whenever I do a workshop or teleconference, I frequently ask participants, "What are the words that come to mind when you hear the word, 'salesperson'?" Invariably, I hear back words like, "manipulative," "dishonest," "unethical," and "sleazy."

In the dictionary, however, when I looked up all of the above sales words, none of the definitions referenced "manipulative," "dishonest," "unethical," "sleazy," or anything particularly negative. The language in these definitions was actually quite neutral and several of them spoke of value.

Unfortunately, in our culture, the words "sales" or "sell" are viewed with disrespect. The words no longer simply mean to persuade someone of the value of what you are offering. Instead they carry the baggage of images of untrustworthiness and deviousness. This is a misconception that does an enormous disservice.

Far too often, entrepreneurs and sales professionals buy into this stereotypical image of sales and see the activity of selling as negative and untrustworthy. They feel that if they are selling (or being perceived to be selling), they are doing something that is not quite right or that has the potential to be not quite right. It's as if there is a line drawn someplace, but they don't know where that line is or when they've stepped over it. It causes them to be cautious and careful and worry about how they are perceived. This anxiety puts them, in their own minds, at a disadvantage and on a lower level than their prospects and customers. This is a difficult place to be. And it stops many from taking action.

Since the definition of the word "sell" used the word "persuade," I looked up that word in the dictionary. It said:

"1. to prevail on a person to do something, 2. to induce to believe; convince"

Again, nowhere in that definition do we find the words, "manipulative," "dishonest," "unethical," "sleazy," or anything particularly negative. As with the word, "sell," the language is quite neutral.

The bottom line: Selling is persuading and convincing people to buy your products and/or services. That persuasion is based on value. If you cannot persuade and convince people to buy your products and/or services, then you do not have a business.

If you believe that selling is "manipulative," "dishonest," "unethical," and "sleazy," this belief will not support your ability to build a business. It is very difficult to sell (persuade and convince) while believing that selling (persuading and convincing) is wrong. It is time for many business owners and sales professionals to change their beliefs about the words "selling" and "sales."

The truth is that most entrepreneurs, business owners and sales professionals are honest, ethical and believe in the value they have to offer. And that is where the focus should be.

Here are some questions to ask yourself:

1. Do you believe in the value of your products/services?
2. Do your products/services provide a benefit to your customers?
3. Do you believe in the value of what you are selling?
4. Are you doing the best you know how to ensure that your customers get what they need?

If you have answered "yes" to the above questions, then you are proceeding with integrity. If you are proceeding with integrity, then obviously you are not being "manipulative," "dishonest," "unethical," and "sleazy." You can persuade, convince and sell with your head held high.

If you answered "no" to the questions above, then get out of the business. It's not a fit for you. Find something else to do in which you can believe.

Let's reclaim the words "sell" and "sales." Let's redefine the words to mean, "to persuade and convince with integrity." Let's remember that value is inherent in the definition. Then everyone would understand that as long as they proceed with integrity and as long as they believe in the value of what they are selling, selling is an ethical and moral act.

Wendy Weiss, "The Queen of Cold Calling," is a sales trainer, author and sales coach. Her recently released program, Cold Calling College, and/or her book, Cold Calling for Women, can be ordered by visiting <http://www.wendyweiss.com>. Contact her at wendy@wendyweiss.com. Get Wendy's free e-zine at <http://www.wendyweiss.com>.

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Publisher Ad Exchange
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Interested in a Publisher Ad Exchange?

If you are an ezine publisher and
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and how often published to:

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Thanks!

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JOKE OF THE WEEK
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Pilots & ex-pilots, frequent flyers enjoy. Here are some
conversations that airline passengers normally will never hear.
The following are accounts of actual exchanges between airline pilots
and control towers around the world.

Tower: "Delta 351, you have traffic at 10 o'clock, 6 miles!"

Delta 351: "Give us another hint! We have digital watches!"

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O'Hare Approach Control to a 747: "United 329 heavy, your traffic is a
Fokker, one o'clock, three miles, Eastbound."

United 239: Approach, I've always wanted to say this... I've got the
little Fokker in sight."

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Taxiing down the tarmac, a DC-10 abruptly stopped, turned around and returned to the gate. After an hour-long wait, it finally took off. A concerned passenger asked the flight attendant, "What, exactly, was the problem?"

"The pilot was bothered by a noise he heard in the engine," explained the flight attendant. "It took us a while to find a new pilot."

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One day the pilot of a Cherokee 180 was told by the tower to hold short of the active runway while a DC-8 landed. The DC-8 landed, rolled out, turned around, and taxied back past the Cherokee.

Some quick-witted comedian in the DC-8 crew got on the radio and said, "What a cute little plane. Did you make it all by yourself?"

The Cherokee pilot, not about to let the insult go by, came back with a real zinger:

"I made it out of DC-8 parts. Another landing like yours and I'll have enough parts for another one."

=====
The German air controllers at Frankfurt Airport are renowned as a short-tempered lot. They not only expect one to know one's gate parking location, but how to get there without any assistance from them.

So it was with some amusement that we (a Pan Am 747) listened to the following exchange between Frankfurt ground control and a British Airways

747, call sign Speedbird 206".

Speedbird 206: "Frankfurt, "Speedbird 206" clear of active runway."

Ground: "Speedbird 206. Taxi to gate Alpha One-Seven."

The BA 747 pulled onto the main taxiway and slowed to a stop.

Ground: "Speedbird, do you not know where you are going?"

Speedbird 206: "Stand by, Ground, I'm looking up our gate location now."

Ground (with quite arrogant impatience): "Speedbird 206, have you not been to Frankfurt before?"

Speedbird 206 (coolly): "Yes, twice in n 1944, but it was dark, --and I didn't land."

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While taxiing at London's Gatwick Airport, the crew of a US Air flight departing for Ft. Lauderdale made a wrong turn and came nose to nose with a United 727.

An irate female ground controller lashed out at the US Air crew, screaming:

"US Air 2771, where the hell are you going?! I told you to turn right onto Charlie taxiway! You turned right on Delta! Stop right there.

I know it's difficult for you to tell the difference between C and D, but get it right!"

Continuing her rage to the embarrassed crew, she was now shouting hysterically: "God! Now you've screwed everything up! It'll take forever

to sort this out! You stay right there and don't move till I tell you to!

You can expect progressive taxi instructions in about half an hour and I want you to go exactly where I tell you, when I tell you, and how I tell you! You got that, US Air 2771?"

"Yes, ma'am," the humbled crewman responded.

Naturally, all ground control communications frequency fell terribly silent. After the verbal bashing of US Air 2771, nobody wanted to chance engaging the irate ground controller in her current state of mind. Tension in every cockpit out around Gatwick was definitely running high. Just then an unknown pilot broke the silence and keyed his microphone, asking: "Wasn't I married to you once?"

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Computer Tip Of the Week
Provided by Computer Tips and Techniques
<http://www.worldstart.com/comptips.htm>

(X)

Q:
I downloaded the new Internet Explorer 7 and ever since, I keep getting some sort of clipboard message when I'm visiting Web sites. What's all this about?

A:
Excellent question! This actually came to our attention last week when it happened to one of our staff members. I figured it probably had already happened to some of you too and sure enough, I received an e-mail a couple days later from a reader asking about it. So, all in all, this is the perfect time to tackle this topic.

Now, before I go any further, some of you may still be stuck on the word "clipboard." You may be wondering what the clipboard is and what it does. Well, let me explain this first. The Windows clipboard is a component of any Windows operating system, so everyone has one. The only difference is it works a little differently than some of the other programs that come along with it. It is mainly used to store your information, such as files, images, documents, etc. All of these items are able to be placed on your clipboard. Then, once the information has been copied to the clipboard, it can be pasted to any other location on your computer.

For example, if you found some information on a Web site that you wanted to place into a Word document, you could copy it to your clipboard and then paste it from there. Now, the confusing part about this is that you can't really access the clipboard like you can other programs. It is a built in Windows component and it works transparently. Whenever you copy something, that information is automatically placed on your clipboard. You can't see it, but it's always there. Then when you go to paste that information into another program, it's taken from the clipboard and if everything is compatible, the information will transfer. I know this is a little hard to understand, so if you're still having trouble, click here for a couple more examples that may clear things up for you.

Okay, now back to the Internet Explorer issue at hand. Before version 7, Internet Explorer has been set to allow any Web site to read any of the data that is stored on your clipboard. Sometimes, that may not be in your best interest, so IE 7 has some made some changes in that aspect. When you're using IE 7 and the clipboard option is about to happen, you will receive a pop up notification about it. The prompt will say "Do you want to allow this Web page to access your clipboard? If you allow this, the Web page can access the clipboard and read information that you've cut or copied recently." You can then either hit the "Allow access" button or the "Don't allow" option.

This is basically just a new feature you can use to help keep your information more private. For example, if you happen to copy any of your personal information, it will be available on your clipboard. It will remain there until you copy or cut more information to cover it up, so it's best to keep it as private and as safe as possible. So, if a Web site you're looking at in Internet Explorer tries to take that information, you can now deny it access.

Luckily, there is a way you can stop the clipboard access all the way around as well, if that's the way you prefer it to be. To do this, open up IE and go to Tools, Internet Options and click on the Security tab. From there, click on the Custom Level button and scroll down until you see the section for Scripting. The second option will be "Allow Programmatic clipboard access." Change the default setting to Disable (or Enable, if that's what you want). Click OK twice to exit and you'll be good to go.

Now, just as a side note. The information you put on your clipboard will also disappear when you log out of or turn off your computer. But, always keep in mind that it will be there until you replace it or shut down. Also, just to let you know, other Web browsers like Firefox and Opera do not allow this clipboard thing to happen at all. Although that may make IE look bad, at least they're now taking this into consideration and they're letting you make the choice. Do whatever is best for you!

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 (I)
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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 Week One consist of?
- 2) What is cost per day?
- 3) How many free bonuses are available?

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 Jan 19

Congrats to Last Weeks Winners!

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****FREEBIES OF THE WEEK** (S)**
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This site offers a different piece of software that you can get totally free everyday. It is the full licensed version of the software you would have to pay for elsewhere. You can get a free game everyday as well, with the Game Giveaway of the Day area. <http://www.giveawayoftheday.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
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GOM is a FREE media player with popular audio & video codecs built-in. No need to install codecs separately! Try one of your broken AVI files or one of the files that is being downloaded with GOM
<http://www.gomplayer.com/main.html>

IconArt is a highly-compact cursor & icon creator. Icons are used to illustrate programs and files. IconArt allows you to either draw the whole image from scratch using all common tools or to import an image to turn into a icon or cursor.
<http://www.conware-pro.com/products/ia/about.php>

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MBP BizMajic Contest - Word Unscrambler
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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 8 letters that are in () . You need to find all 8 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 8-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 8-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 Jan 19 so get your entry in today!!

Last weeks Word was:

neologism \nee-OLL-uh-jiz-um\, noun:

1. A new word or expression.
2. A new use of a word or expression.
3. The use or creation of new words or expressions.
4. (Psychiatry) An invented, meaningless word used by a person with a psychiatric disorder.
5. (Theology) A new view or interpretation of a scripture.

CONGRATS goes to this weeks winner!

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

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Val Burnett
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