



-----> **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 – "Three Secrets To Writing Killer Web Copy"
- Publisher Exchange
- Joke of the Day
- Computer Tip of the Week
- Freebies of the Day
- 2 Contests



-----> **Message From Publisher** <----- (0)

Hello!

Welcome to all new MBP BizMajic subscribers.

Well, it's the start of another year 2007! What are YOUR resolutions for this year? Make sure to not get side-tracked in your goals and always write them down, they hold more power on paper. Try to take small steps each day toward your goal.

Writing them down is a step....see? It's easy to start.

Remember if you never start, then you will never finish.

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** <----- (S)

New! The Best Income Generating Plan Ever Created!
Discover how you can receive multiple \$50 money orders
in Your mailbox in just days! Exclusive AD SYSTEM™
can make you \$500, \$2,500, \$5,000 or MORE. Fast results!
Go to: <http://nas.free1up.com>

"Take a chance! All life is a chance. The person who
goes the furthest is generally the one who is willing to
do and dare."

Dale Carnegie
1888-1955, Author and Trainer

-----> **FEATURE ARTICLE** <----- (I)

Three Secrets To Writing Killer Web Copy
By John L. Anghelache

Copywriting is the essential "X-Factor" for succeeding online.

All the marketing, HTML and other knowledge can't save
your Internet business if the copy is lame. And, unfortunately,
most website copy leaves a lot to be desired. Why? I'm glad
you asked. My contention is, people in general, have the
wrong conception of how to write copy that produces sales.

Whenever I've crafted sales messages for Michel Fortin,
Yanik Silver, Joe Vitale and other big hitters, I rely on three
secrets. These secrets allow me to convey the most
convincing benefits of the product or service I'm selling.

Here they are...

Secret #1: Discovering The Big Idea
You never sell a product or service.

In reality, you always sell a Concept or a Big Idea. For
example, I just finished a website letter about a vitamin
supplement. The Big Idea was that vitamin supplement
companies are ripping consumers off.

This concept is certainly more interesting than vitamins. It hits
consumers in their pockets where it counts. Once this idea
was established I could go on to present the benefits of
buying the vitamin supplement I was selling.

Examples of Concepts include: beating the rat race... geek gets the girl... broke loser becomes rich and famous... etc.

Secret #2: Structuring The "Pitch"

A direct response Internet website is nothing more than a sales message or sales pitch. There are many ways to structure and present a sales message.

Before you write copy sit down with your swipe file and look at relevant promotions. The point is to find out how the sales message was presented (the infrastructure of the pitch) and fit the best sales structure to your product or service.

Some sales letter structures or formulas include: Problem/Agitate/Solve... Prediction... Bonus Flip (can also be an offer)... Before and After... etc.

Once you discover the best sales structure start writing the promotion. Not before.

Secret #3: Conveying The Sales Message

Okay. Now you have a Big Idea that presses your reader's hot buttons. You've outlined the structure of your sales message.

Next... you have to decide what you're going to say.

This is a process of conveying: the reasons someone should buy now... the proper emotions... your proof and credibility elements... and... everything else you must say to get immediate action.

I suggest using a swipe file letter as a template.

Most people jump to number three and never think through the first two secrets. All three are critical to the success of your website copy.

>From now on, use the three secrets above to write your copy. First, come up with a Big Idea to build your promotion around. Next, decide on a proven selling formula for your promotion. Finally, determine what you're going to say and say it in the most convincing way possible.

John Anghelache is a direct response copywriter. He's written copy for Gary Halbert, Michel Fortin, Yanik Silver and Joe Vitale among others. John offers a FREE Website Copy Critique at... www.JohnAngelCopywriting.com

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

Spyware can be found on up to 80% of all home computers.
Take no chances with your personal information. Get a
FREE 15 day trial to the best anti-spyware software today.
<http://www.links-unlimited.com/counterspy.html>

==*== ==*== ==*== ==*== ==*== ==*== ==*==
Publisher Ad Exchange
==*== ==*== ==*== ==*== ==*== ==*== ==*==

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 (M)
==*== ==*== ==*== ==*== ==*== ==*== ==*==

A young ventriloquist is touring the clubs and one Night he's
doing a show in a small club in a small town in Arkansas. With
his dummy on his knee, he's going through his usual dumb
blonde jokes.

When a blonde woman in the fourth row stands on her chair
and starts shouting, "I've heard enough of your stupid blonde
jokes. What makes you think you can stereotype women that
way? What does the color of a person's hair have to do with
her worth as a human being? It's guys like you who keep
women like me from being respected at work and in the
community and from reaching our full potential as a person,
because you and your kind continue to perpetuate
discrimination against, not only blondes, but women in
general...and all in the name of humor!"

The ventriloquist is embarrassed and begins to apologize,
when the blonde yells, "You stay out of this, mister! I'm talking
to that little jerk on your knee!"

File Management Basics

Thought file management was only for paper files? Then you better think again! It's just as important to keep the files on your computer organized and up to date. Just as with paper files, the goal of computer file management is to ensure that you can find what you're looking for quickly, even if you're looking for it years after its creation. The file management tips below will help you to keep your files accessible so you'll never have any trouble with them again in the future. Let's get started!

1.) Organize by File Types

Make applications easier to find by creating a folder called "Program Files" on your hard drive. Keep all your applications there. For instance, the executables for Word, PowerPoint, Simply Accounting and WinZip would all reside in the Program Files folder. More than likely, a lot of your data will fit into this category, so prepare enough time for yourself to go through everything.

2.) One Place for All

Place all your documents in the My Documents folder and no place else. So, whether it's a spreadsheet, a letter or a PowerPoint presentation, it can be found here. This will make it a lot easier to find what you're looking for and to run back ups.

3.) Create Folders in My Documents

These are the drawers of your computer's filing cabinet, so to speak. Use plain language to name your folders. You don't want to be looking at this list of folders in the future and wondering what "TFK" (or whatever other interesting abbreviation you invented) means.

4.) Nest Folders Within Folders

Create other folders within these main folders as the need arises. For instance, a folder called "Invoices" might contain folders called "2004," "2005" and "2006." A folder named for a client might include the folders of "Customerdata" and "Correspondence." The goal is to have every one of your files assigned to a specific folder, rather than having a bunch of orphan files lying around.

5.) Follow the File Naming Conventions

Do not use spaces in the file names, keep the file names under 27 characters and use all lower case letters. So, a file named for a client should be "jackdawson," rather than "Jack Dawson." If you happen to break any of these rules, at least be consistent about it.

6.) Be Specific

Give files logical, specific names and include dates in the file names if possible. The goal when naming files is to be able to tell what the file is about, without having to open it and look. So, if the document is a letter to a customer, reminding him that payment is overdue, call it something like "overdue081206," rather than something like "letter." How will you know who the letter is to without opening it? Well, see the next point to find out.

7.) File As You Go

The best time to file a document is when you first create it. So, get in the habit of using the Save As dialogue box to file your documents, as well as, naming it and putting it in the right place to begin with. This will help you out so much in the long run.

8.) Order Your Files for Your Convenience

If there are folders or files that you use a lot, force them to the top of the file list by renaming them with an "a," an exclamation point (!) or an "AA" at the beginning of the file name.

9.) Cull Your Files Regularly

Sometimes what's old is obvious, as in the example of the folder named "Invoices" above. If it's not, keep your folders uncluttered by clearing out the old files. Do not delete business related files unless you are absolutely certain you will never need them again. Instead, in your main collection of folders under My Documents, create a folder called "Old" or "Inactive" and move old files into it when you come across them.

10.) Back Up Your Files Regularly

Whether you're copying your files onto another drive or onto tape, it's important to set up and follow a regular back up regimen.

The search function is a wonderful thing, but it will never match the ease of being able to go directly to a folder or file. If you follow these file management tips consistently, even if you don't know where something is, you will know where it should be. That's a huge advantage when it comes to finding what you're looking for. It doesn't get any better than that!

Until next week, stay safe out there

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

--*-- --*-- --*-- --*-- --*-- --*-- --*-- --*--
MBP BizMajic Contest – Top Sponsor Ad (N)
--*-- --*-- --*-- --*-- --*-- --*-- --*-- --*--

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 – Who is this website brought to you by?
- 2) What is the value of the real-time exclusive leads you receive when you purchase the Ad System within 7 days?
- 3) Who is the founder of FREE1UP.COM?

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 12

Congrats to Last Weeks Winners!

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

Play a Cofi Jukebox - The best of the top 100 from the golden years of popular music
<http://tropicalglen.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>

GFP – Personal Finance Manager – is a software that aids on personal finances administration offering a variety of reports, charts and filtering data on screen where is possible to obtain important information for your financial health
<http://gfd.sourceforge.net/>

If you are looking for an external hard disk drive solution that can be used interchangeably between Windows XP, Windows 98, Mac OS and Linux, there is only one way to prepare the hard disk and SwissKnife does it for you
<http://www.compuapps.com/download/Swissknife/swissknife.htm>

--*-- --*-- --*-- --*-- --*-- --*-- --*-- --*--
MBP BizMajic Contest - Word Unscrambler
--*-- --*-- --*-- --*-- --*-- --*-- --*-- --*--

** 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 Jan 12
so get your entry in today!!

Last weeks Word was:

interstice \in-TUR-stuhs\, noun;
plural interstices \in-TUR-stuh-seez; -suhz\:

1. A space between things or parts, especially a space between things closely set; a narrow chink; a crack; a crevice; an interval.
2. An interval of time

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** <----- (L)

Turn As Little As \$39 Monthly Into Up To \$25,000
Monthly Income. Awesome team with live training,
tools, successful marketing co-ops too!
<http://www.LifeStyleOfWealth.com>

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