



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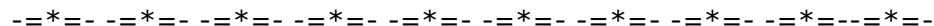
-----> **Message From Publisher** <----- (Y)

Hello!

Welcome to all new MBP BizMajic subscribers.
Pre-Launch Notification below – New MBP Program!

My husband and I arrived back home this week from our lovely two week vacation to Malta. I believe Malta is to England as Mexico is to US/Canada. I have been to Mexico but our preference now is Malta over Mexico and can not wait to plan the next trip there. The history on the island of Malta is amazing. Being from a country that is quite new compared to some of these Europe countries including Malta makes you realize the extent of history we as a country do not have or can experience and makes one appreciate the struggles that have created this awe-inspiring history that makes some of these European countries.

Over all our vacation was relaxing and with it just being my husband and I, with the kids at home with their Auntie, it made it a very memorable trip and one I can not wait to do again!



Now it is time to get back to the daily grind and start it out with a bang with - Our Pre-launch of our newest program – MBPLeads!

How important is it to the success of your Home-Based Business to have a constant flow of leads to contact?

Let's face it. Leads are the difference between success and failure of almost every type of home-based business. Whether you need new prospects for your Network Marketing venture, new customers to purchase your products or services, or new prospects to funnel into your niche market, a fresh source of new leads will bring you success.

Our program will provide you exactly what you are looking for Including quality leads that want to make the change to a home Based business - PLUS you'll also have all the tools at your disposal to e-mail, phone and even track with your own notes as you correspond and communicate with YOUR prospects.

How valuable would it be to you if you could generate your own leads into your own Lead Management Center? And what if your leads would be 100% unique to you?

At MBPLeads.com, we also provide you with the ability to generate your own leads through your own lead capture website – hosted and designed by us!

This is powerful for YOUR business!
Receive premium leads AND also generate your OWN leads! Hurry – Register for Pre-Launch Now & here is to YOUR success!

<http://www.go2u.biz/control/redirect.php?id=3570>

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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** <----- (A)

Terry Dean reveals his brand new Free Report,
"How Any Business Owner Can Earn More, Work Less, and Enjoy Life"
- Discover the Insider Secrets to Profits With Passion & Integrity
<http://tinyurl.com/yuqcdm>



"Laugh at yourself, but don't ever aim your doubt at yourself. Be bold. When you embark for strange places, don't leave any of yourself safely on shore. Have the nerve to go into unexplored territory."

Alan Alda
Actor and Director



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

Online, The Mind Thinks In Pictures!
Copyright © 2007 Daniel Levis

A website is one of the most powerful mediums of advertising expression. You have ultimate freedom and flexibility to create powerful sales messages using both words and pictures. But is a picture really worth a thousand words?

Perhaps, but pictures built up in the mind of your prospect with words are even more important.

If you want to captivate someone's imagination, paint a picture with your words. When the mind really thinks, it thinks in pictures. If you're not creating mental images to get your point across, you're missing out on a lot of potential. You're just not hitting the nail on the head.

You're not scoring points.

Involve your audience, by getting them visualizing. If they have a problem you can solve, they need to see themselves feeling the pain, and applying your solution in their mind's eye.

Here's a formula to do just that.

Describe a current action that you're prospect would rather not be doing, followed by an alternative action that is the result of your solution. For example, if you repair roofs for a living.

Tell your prospect....You can stop wondering and worrying about all that moisture seeping into the rafters, ruining the insulation, and rotting the structural integrity of your home. Call today, for your free guide, "How to Contract Roofing Repairs". Within 30

minutes of getting your hands on this easy to understand 10 page report, you'll know exactly what questions to ask, how to spot so called tradesman that haven't a clue, and what to watch out for when it comes to outright slime ball con artists. A must read for anyone interested in getting a fair deal, from a reputable expert that gets the job done right... so you can relax.

One of the keys to creating mental imagery is to use action words. In the above example wondering, worrying, seeping, ruining, rotting, getting your hands on, ask, spot, watch out for, getting, and relax, are all verbs that spark images. The adjectives, easy to understand, so-called, slime ball, fair, and reputable, also aid in creating the visualization.

Now you would think that with the reputation the home repair industry has that somebody would have an ad just like this one in the yellow pages. I had a look in mine, and there's not one. Just a bunch of me too, we are the best, get your name out there, fluff.

What does that tell you? Could you apply something like this to your own business? It's a simple, repeatable, crush the competition formula that can be applied to almost anything. Just cut and paste.

Analogy is another powerful tool for creating mental images. If you are trying to get your point across, so your prospect can understand how she will benefit, and be in a position to take action, relate the benefits of your product to something that's already familiar.

One of my favorites is the Shampoo commercial where the girl is moaning in the shower, while she washes her hair. That's how good it feels to wash your hair with that stuff.

Use action words, adjectives, analogy, and story telling to get your point across, and watch your business grow!

Now some of you might be thinking, this wont work for me, I sell high-ticket items to sophisticated corporate buyers. They wont relate to this stuff.

I can tell you categorically that these principles are universal. All you need to do to apply them in literally any situation is flavor them appropriately. They actually work even better in stuffy corporate environments, because the run of the mill marketing used in those situations is so painfully dry, boring, and frankly downright awful.

One of the supreme keys to successful advertising is the engagement of the active imagination. You must actively engage your reader to process your message, and the way to do that is through mental imagery. Storytelling, analogy, metaphor, and action verbs are your tools. Start putting them to work!

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** <----- (M)

For the absolutely best of Choices for your Homebased Business. Incredible Money Makers, some Free some not free. Check them out <http://www.entrepreneurialchoices.com> You will be glad you did

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JOKE OF THE WEEK
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Research findings from an English University: According to research at an English university, it doesn't matter in what order the letters in a word are, the only important thing is that the first and last letter is at the right place. The rest can be a total mess and you can still read it without problem. This is because we do not read every letter by itself but the word as a whole.

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Advertising is effective. My kid was saying grace and said thank you for this daily, slow-rising, butter-crust, vitamin-enriched bread.

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Advertising is the fine art of making you think you have longed for something all your life that you never heard of before.

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Advertising without research is like shooting an arrow into the air and then looking for a target to catch it with

~~~~~

Stopping advertising to save money is like stopping your watch to save time.

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Joe: I can't understand why you failed in business,

Pete: Too much advertising

Joe: What do you mean too much advertising?

You never spent a dime on advertising.

Pete: That's true, but my competitors did.

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

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### Display Those Menus

Are you among the many who downloaded the new version of Internet Explorer (number 7?) If so, you've probably been dealing with some changes from the earlier versions ever since. Of course, there's nothing wrong with change, but sometimes, it can be down right frustrating! One of the main things that changed with IE 7 was the disappearance of the File, Edit, View, Favorites, Tools and Help menus. In IE 6, you could always count on those menus being available, but for some reason, they are hidden in the new browser. So, is there any way you can get them back? There sure is. Allow me to tell you how!

If you want to get them back temporarily (maybe you only need them for a quick second), just hit the Alt key on your keyboard and the menus will appear. Once they show up, you can do whatever you need to do with them. You need to be sure not to click your mouse anywhere else though, because if you do, they will disappear again.

Now, if you want the menus to be available permanently, just click on the Tools button and choose Menu Bar. That's all there is to it. Another way of getting them back is to hit the Alt key (the temporary way) and when the menus appear, go directly to View, Toolbars, Menu Bar. Either way, all of those helpful menus will stay put for good. Also, if you ever want to hide them again, just reverse the above actions and you'll be all set. It's just another way you can bring the comfort of IE 6 to IE 7. Cool, huh?!

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 For a limited time you will also receive a free copy of what?
- 2) Name one of the insider secrets you'll discover in this special report
- 3) What did Bill Harrison - Lansdowne PA say about Terry Dean?

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 March 30

**Congrats to Last Weeks Winners!**

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**\*\*FREEBIES OF THE WEEK\*\* ( E )**  
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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>

\*\*\*\*\*

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

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

\*\*\*\*\*

Timing and Position is Everything Dont Dilly  
Dally Around. Grab Your Keyword Phrase and Own  
it Grab Your Feature AD and Own it.

Join for free as an affiliate

<http://opportunitytraffic.com/?aff=mbp>

\*\*\*\*\*

Announcing: Promobuddy Internet marketing database.  
The easy way to save and print your ads, affiliate details,  
logins, website details, new product ideas and so much  
more. 36 databases included.

<http://www.go2u.biz/control/redirect.php?id=2601>

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

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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 March 30 so get your entry in today!!

Last weeks Word was:

## **imbroglio** \im-BROHL-yoh\, *noun*:

1. A complicated and embarrassing state of things.
2. A confused or complicated disagreement or misunderstanding.
3. An intricate, complicated plot, as of a drama or work of fiction.
4. A confused mass; a tangle.

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** <----- ( E )

Pre-Launch - MBPLeads - Newest Program from MBPAdvertising  
This is powerful for YOUR business!  
Receive premium leads AND ability to generate your OWN leads!  
Your own Lead Management System and Lead capture system!  
Hurry - Register for Pre-Launch and here is to YOUR success!  
<http://www.go2u.biz/control/redirect.php?id=3570>

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.  
View previous Issues of MBP BizMajic  
<http://news.mbpadvertising.com/archived.html>

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