



-----> **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** <----- (P)

Hello!

Welcome to all new MBP BizMajic subscribers.

= = = = = > MBP Pre-Launch Notification < = = = = =

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

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!
Register for Pre-Launch Now & here is to YOUR success!

Plus.. get in early for pre-launch and be notified first Of the launch of MBPLeads affiliate program during Pre-Launch!

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Go Here Now

<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** <----- (T)

SATISFIED SINGLE MOM RECOMMENDS ADSENSE WEBSITE - Thumbs Up!
Get Your Own Adsense Website And START EARNING \$\$\$\$ In MINUTES.
All the Work Has Already Been Done For You. Make \$300 Today!
Procastination Is Your Only Barrier To Wealthy Results. Act Now!
<http://www.sevenfiguresprofit.com/adsensewhizzkid/>

"Every great work, every great accomplishment, has been brought into manifestation through holding to the vision, and often just before the big achievement, comes apparent failure and discouragement."

Florence Scovel Shinn
Artist and Author

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

Marketing Strategy 101
Copyright © 2007 Daniel Levis

When it comes to marketing strategy blunders, pretty much everybody remembers the nosedive failure of New Coke, right? But what most people don't know is the fascinating story behind the story, & the valuable lesson it reveals.

In the early eighties, Coke was about to lose a marketing trump card to Pepsi. Coke's market share had been in free fall since the end of the war, declining from 60% at that time, to just 24% in 1983. Pepsi was about to be able to claim that not only did it taste better than Coke (as proven in blind taste tests), but that it was actually more popular. This would have added even more fuel to Pepsi's already significant marketing momentum.

While Coke was also losing market share to other new market entries, and increasing consumer preference for diet, citrus, & caffeine-free beverages etc., Pepsi's marketing strategy was continuing to win new customers.

Obviously, people preferred the taste of Pepsi! Better taste was the main thrust of their advertising. Why else would anybody drink such an otherwise worthless mixture of ingredients?

This fact was further born out with the runaway success of Diet Coke. Coke actually developed it from the ground up to taste more like Pepsi, rather than simply replacing the sugar content of the original recipe with artificial sweeteners.

All of the facts & evidence pointed to Coke having a taste problem with the original recipe. Coke had in fact been working in secret for years on a new one.

Drawing on the success of Diet Coke, Coke's marketing strategy called for the modification of that recipe to a sugar based drink. They felt they could finally turn the tide by introducing "NEW Coke", based on that formula.

In pre launch blind taste tests, people thought the new Coke tasted sweeter & smoother than the original. Extensive research revealed that people preferred the New Coke to both the original Coca Cola recipe & Pepsi.

Statistically speaking, the taste of New Coke was significantly preferable. New Coke was the solution, but what to do with the original? If they kept both on the market, it was a sure bet that Pepsi would be able to claim that it was more popular than both, at least for a time! And a marketing strategy that called for the promotion of a new & an old Coke would only confuse the public & dilute the brand.

The original recipe was dropped.

So what happened when new Coke was introduced?

It bombed completely, & utterly! Here's the brilliant tag line that they used to introduce it. "The Best Just Got Better, Coke Is It!" Gee, that looks like a winner.

People hated the new Coke, many without even having to taste it. And they were incensed that the original had been "stolen" from them.

One hundred years, & countless millions of dollars in advertising had made Coke Cola a part of people's very identity. Drinking Coca Cola wasn't about taste at all.

It was about mental association.

Emotional Opium!

The act of raising that funny looking spiral bottle to your lips. The cane sugary fragrance that followed. The sharp carbonated bite that set your throat a blaze with each vigorous swig. For many people, it was anchored deeply to fond, albeit sometimes even imaginary memories.

Coke had no choice but to bring back the original recipe, amid a huge fanfare of publicity, as though it were the second coming.

What a hullabaloo about nothing. Sugar water.

For god's sake!

If nothing else, this story should prove to you once & for all that it's not what you do that counts, it's what you say & how powerfully you say it. And, that your customer's buy, or don't buy, for all kinds of seemingly irrational reasons. What's critically important is not your product, but how your marketing strategy relates ownership of that product to your buyer's beliefs, feelings, & desires!

It also demonstrates that "me to" can be a very dangerous marketing strategy.

While huge companies like Coke can afford to blow through billion dollar advertising budgets like there's no tomorrow, as a Guerrilla marketer, I urge you to avoid expensive frontal assaults & one-upmanship like the plague.

Be creative instead, & seek to outflank the enemy!

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** <----- (O)

Have you tried any WoodDoggie Safelists?
Many offer Fr*e Pro Memberships
Check out the list available to you!
<http://www.woodoggie.com/Directory.cgi>

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JOKE OF THE WEEK
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Murphy's Travel Laws
Murphy Laws For Frequent Flyers

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No flight ever leaves on time unless you are running late and need the delay to make the flight.

If you are running late for a flight, it will depart from the farthest gate within the terminal.

If you arrive very early for a flight, it inevitably will be delayed.

Flights never leave from Gate #1 at any terminal in the world.

If you must work on your flight, you will experience turbulence as soon as you touch pen to paper.

If you are assigned a middle seat, you can determine who has the seats on the aisle and the window while you are still in the boarding area. Just look for the two largest passengers.

Only passengers seated in window seats ever have to get up to go to the lavatory.

The crying baby on board your flight is always seated next to you.

The best-looking woman on your flight is never seated next to you.

The less carry-on luggage space available on an aircraft, the more carry-on luggage passengers will bring aboard.

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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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**Q:**

When I go to download something new on my computer, every once in awhile, it just stops in the middle of the process. Can you give me any reasons why this type of hang up happens? Any help would be wonderful!

**A:**

Lucky for you, you've come to the right place! After receiving this question and reading back over it a few times, I actually came up with several reasons as to why this might be happening. It really is an unfortunate problem to have and beyond that, it's so frustrating to try and figure out why it only happens every once in awhile. If it's going to happen at all, why not all the time, right? Well, that may be an extreme way of thinking, but it really is odd, isn't it?!

Okay, well, before I go any further, I just want to make sure that we're all on the same page with what today's question is really asking. Let's say you go to download a new version of your favorite game. You click that Download button and everything seems fine. It's going along just like it normally would and then all the sudden, it just stops.

The download hangs up and no matter what you do, you can't get it to start again, unless you completely start over. By this time, you're probably yelling at your computer and for the life of you, you just can't figure out what went wrong. Then, in comes WorldStart to tell you a few reasons as to why this might be happening. Here we go!

1.) The most common cause is a lost Internet connection. If you happen to lose your Internet connection at any time during a download, it will instantly fail. There's no ifs, ands or buts about it; the downloading process requires an Internet connection. So, if your download stops, be sure to check your connection first. If you lost it, connect again and start over. That's pretty much all there is to that.

2.) The second most common cause is a lost server connection. If your computer happens to lose its connection with the server you're downloading from, the download will fail. This one doesn't really have anything to do with you or your computer though. It basically means that there's a problem with the other computer or the connections that lie between. Either way, you'll just have to wait for those on the other end to fix the problem and try the download again.

3.) The third possible cause is a timed out connection. If what you're trying to download takes too long, the server will probably end up timing out, which means your download will stop in the middle of the process. A timed out session could be caused by various things, including a server overload, too slow of an Internet connection or if your overall Internet is just running slow. All of those are normal conditions from time to time, so it's nothing to really worry about too much.

Okay, so now that you know what the three main causes are, what are some solutions? Well, as I've already mentioned a few times, the best thing to do is just try to run the download again. Doing this will usually allow the download to complete. Now, you may not want to try it again right away. It's usually best to wait a little while and just let things fix themselves. If you go back a couple hours later, you should be able to get the full download. This is especially true if you're trying to download a file that you know is very popular or if it's something that was just released. Just like you, everyone else is trying to get it, so if you just wait until a later time, you may have a better chance of getting it on the first attempt.

Another solution is to get the download from a different server. If the file is really popular, it's likely that other servers will have the same one and you can get it from there. You can usually do this by searching for it on your favorite search engine. That's probably your best bet!

Now, if you are having trouble with pretty much everything you download, you may want to look into getting a download manager. A download manager will be able to monitor your downloads and often times, they can help resume the download right where it left off. There are several download managers available, with a lot of free ones as well. To find one, do a search on your favorite search engine and see what you can come up with. It may just be the answer to all your downloading problems!

And last, but not least is a suggestion to maybe upgrade to a broadband Internet connection. If you're still using another Internet connection, especially dial-up, that may be the cause of all your downloading trouble. Slower connections can cause all sorts of problems, with download hang ups definitely being one of them.

If you're able to, just look into the broadband option and see if it may work better for you.

These are all just suggestions, so if you don't think they'd work out for you, don't try them. But, in all actuality, they really will help with your download dilemmas. I'd say if you're downloading something at least once or twice a week (if not more), you'll want to listen up to this tip. It could really save you some time and stress. Check it out!

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 ( P )**  
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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) How many pages is in this AdSense report?
- 2) What do you have to do to receive this report?
  
- 3) What is the name of this website?

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 April 6

## Congrats to Last Weeks Winners!

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**\*\*FREEBIES OF THE WEEK\*\* ( G )**  
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Did you know that subscribers to Bob Osgoodby's Free Ezine "Tip of the Day" get a Free Ad for their Business on his Web Page? Subscribe at: <http://adv-marketing.com/business/subscribe2.htm>  
Great Business and Computer Tips - Monday thru Friday  
Instructions to place your ad are in the Newsletter.

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Online Coupon Codes & Discount Shopping  
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Download and use our computer dialer - Free VOIP - Long distance!  
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More countries coming soon.. download and save today!  
<http://9749d.voipdx.com>

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**MBP BizMajic Contest - Word Unscrambler ( R )**  
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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 April 6 so get your entry in today!!

Last weeks Word was:

empyrean \em-py-REE-uhn; -PEER-ee-\, noun:

1. The highest heaven, in ancient belief usually thought to be a realm of pure fire or light.
2. Heaven; paradise.
3. The heavens; the sky.
4. Of or pertaining to the empyrean of ancient belief.

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** <----- ( A )

Would you like to be set up for profit?

Really. I'm asking you seriously.

<http://www.etprofitsetup.ws/alltheinfo.html>

Your Partner in YOUR Success,

Val Burnett

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Please contact me at

<mailto:admajic@mbpadvertising.com>

with any issues, questions, or comments.

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