



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

Let US put a little Hocus-Pocus in your Business!
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Subscriber Count: 38,000+

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-----> **Message From Publisher** <-----

Hello!

Welcome to all new MBP BizMajic subscribers.

Over the last few days I have had a few "newbies" come to me asking how they can tell if a website is all hype or if it is a true program that can help them with their advertising. There are quite a few websites out there that want your money and do not want to give you what you pay for or they may hide or conceal true results and issues with their program, just to make that quick buck.

As an experienced marketer and yes, one that has been taken before by "Hype", I have been growing tired of seeing other people start websites just to get a quick buck, state they can deliver the world and after they get your money they deliver nothing.

It is our job as experienced marketers to help educate "newbies" and other marketers alike on how to research a program and the program owner before we attach our name to it and market it to others.

Please take the time to read today's Article I wrote Scammed - To be Or Not To be.

Scammed – To be or Not to be!
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Website: <http://www.mbpadvertising.com>
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and the author is contacted. Thank you.

As of late there have been a couple of programs that are being promoted on the internet that many of us "experienced" program owners and/or marketers find questionable. Well to be quite blunt, they could not possibly deliver what they promise and have in the past experienced unethical business practices and customer issues with their previous sites.

If any program claims to email members of another program and claim double-optin, get clarification, do your research. If any program claims to send mail to millions, really analyze the FAQ and find out who and how they do this. Ask Questions! If they don't state how exactly, then move on. Anything that is stated on a website should be backed up with clear data. If you can not verify the statements on the websites are true, then sit back and do your research before you put out your hard earned money. Trust me on this, it is always best to delay a signup and satisfy your own curiosity and possibly even save you a few bucks. Always better to be safe then sorry. Do not get taken in by the hype of reaching billions of people for a small fee, it is usually small for a reason. If the program is a "scam" or "all BS with no meat" then you will save a few bucks, not be taken again plus you will help stop lining the pockets of the supposed program owner that makes all the promises and delivers nothing.

Please do your research before you purchase any service or product on the internet. It will save you heartache, your money but also the confidence you should have in programs and program owners that are there to help you and do back up what they promise. I am not saying research every program before you sign up, as you know there are quite a lot of experienced marketers that have a very good reputation and if you did search the net for issues regarding them, you would probably have a hard time finding any. I am saying to do your research on websites where you are not sure who the owner is or a website that promises a lot but when you think about it you wonder if it is even possible if they can deliver it. Is there too much hype? Can you clearly see who owns the site? Do they hide? Are there

testimonials? Is there a phone number as well as address of the company clearly displayed? All of the answers to these questions should play a big part in your decision when you join a program.

When you first look at a website can the following items be easily found?

- FAQ
- Company information
- Owner Information
- TOS
- Privacy Policy
- Contact information

By researching this information and seeing if the company provides you with multiple ways to contact them show that they will not skip out after you have paid them. Also test out their customer service, ask them about their refund policy before you sign up, ask them about their TOS or what others have found good about the program (testimonies). Wait and see how long it takes them to answer but also the type of reply they provide. If it is vague and your answers are not truly answered the way you wish, then move on to another program.

One of the things I do is search for the program through Google. Sometimes it can help reading other customers results, responses or issues when they joined the website in question. Another thing I always do is go to <http://www.whois.net> and put in the URL of the program. I check to see who owns the domain and website, I use the information found on Whois and perform a check through Google for the program owner's name. If I am not sure of the reputation of the owner of a program and before I attach my name to a program or spend my hard earned money signing up, I want to know who I am dealing with. This is especially true for anyone that promotes other peoples programs. Are you after the quick buck and don't care what happens to the people you refer to that website? Or do you truly want to refer others to programs that do deliver what they state?

If you see a website that has one page with no other information and no clear contact information including where the company resides, I would think twice before joining it before I did some intense research.

By taking the time to research you are giving yourself the tools and the knowledge to make an informed decision. By taking the time, you are also able to share the information you have found and help others make informed decisions.

When it comes to the internet it is easier for some to hide behind websites, make some cash and not back up what they promise to deliver. It is time that we as consumers stop lining their pockets and speak up and let them know what we will and will not take.

You are the one that holds the key to the associations you make on the internet. Make associations that will help not harm you and your fellow marketer.

There are hundreds of program owners out there that give you everything you need to make an informed decision stick with the ones that are honest, have ethics and a good reputation.

Your future is in your hands and only your hands. Be informed and do your research! It is your choice – Scammed – To be or Not To be!

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Val Burnett is owner of many responsive marketing programs found at <http://www.mbpadvertising.com>  
Plus publisher of MBP BizMajic News 38,000 Subscribers  
<http://news.mbpadvertising.com>  
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-----> **SPONSOR AD** <----- (O)
Your Website or Blog is making less money than it could be.
<http://www.ad-alyzer.com/727/nichstor>

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Publisher Ad Exchange
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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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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!

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JOKE OF THE WEEK
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(G)

Things Mom Taught Me...

My Mother taught me LOGIC...

"If you fall off that swing and break your neck,
you can't go to the store with me."

My Mother taught me MEDICINE...

"If you don't stop crossing your eyes,
they're going to freeze that way."

My Mother taught me TO THINK AHEAD...

"If you don't pass your spelling test,
you'll never get a good job!"

My Mother taught me ESP...

"Put your sweater on;
don't you think that I know when you're cold?"

My Mother taught me TO MEET A CHALLENGE...

"What were you thinking?
Answer me when I talk to you...Don't talk back to me!"

My Mother taught me HUMOR...

"When that lawn mower cuts off your toes,
don't come running to me."

My Mother taught me how to BECOME AN ADULT...

"If you don't eat your vegetables, you'll never grow up."

My mother taught me about GENETICS...

"You are just like your father!"

My mother taught me about my ROOTS...

"Do you think you were born in a barn?"

My mother taught me about the WISDOM of AGE...

"When you get to be my age, you will understand."

My mother taught me about ANTICIPATION...

"Just wait until your father gets home."

My mother taught me about RECEIVING...

"You are going to get it when we get home."

And, my all-time favorite - JUSTICE...

"One day you'll have kids, and I hope they turn out
just like YOU -- then you'll see what it's like!"

Group It

If you usually send the same e-mails to the same group of people, you can make it easier by creating a group for them. With group e-mailing, you don't have to search again and again for each person you want to send an e-mail to. Maybe you're in a club and you want to e-mail every club member. Put them all in a group and save yourself some time! Maybe you send certain e-mails only to your family members. Make a group for them!

To do this in Outlook Express, open it up and go to Tools and open your Address Book. Now, click on the New icon and choose New Group. Make a name for that particular group and type it in. Next, click on the Select Members button. This will bring up all the names you have stored in your address book. You then highlight each name you want to be placed in the group. For example, you have a card club and you want Mary, Betty, Judy, Ann, Nadene and Lisa in that group. Find their e-mail addresses and hit the Select button after each one. (You can also use Shift + a mouse click to highlight them all at the same time). Either way, click on the Select button to get all the names in the group.

After you are done, their names will appear under the Members panel. Click OK twice and your group's name will show up in the left Contacts pane.

When you want to e-mail that group, open up a new message like normal, go to Tools, Select Recipients. That will bring up a list of all your contacts and you can scroll through to find your group's name. Highlight the group name, hit the To: button and OK. This will then bring your group's name into the To: section of your e-mail. It won't show everyone's e-mail address in a line like usual, but all the addresses are embedded in the group name.

You can then type out your e-mail and send it off. All your group members will receive it and it will save you lots of time!

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

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MBP BizMajic Contest - Top Sponsor Ad
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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, but remember, you have to go to the Top Sponsor's Ad site. Each question answered = 1 entry into the contest

- 1) What else do you receive by Tom Beal from MLM-Experts.com?

- 2) Communication Mastery, ____ ____
____ _

- 3) You are ____ _ Click ____ From ____ to ____
a ____ and ____ _ Downline

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 Nov 17

Congrats to Last Weeks Winners!

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****FREEBIES OF THE WEEK****
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This iCop™ ezine is for anyone interested in online business - "Just GOOD Business!"
<http://www.i-cop.org/trade-journal.htm>

EditPad Lite is a convenient, carefully designed text editor and Notepad replacement.
http://www.freewarefiles.com/program_8_213_22823.html

UltraShredder deletes sensitive files by overwriting them with random characters, saving it to disk each time, and then bypasses the recycle bin, thus acting as your personal, portable file shredder <http://www.xtort.net/xtort/ultra.php>

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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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 9 letters that are in () . You need to find all 10 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 10-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 10-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 Nov 17
so get your entry in today!!

Last weeks Word was:

nefarious \nuh-FAIR-ee-uhs\, adjective:
Wicked in the extreme; iniquitous.

CONGRATS goes to this weeks
Winner for Guessing the
correct word - Geir E. Bendiksen!

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

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

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>

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.

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