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The Magic of Design

By Melody Foster

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by: **Melody Foster**

There was a time people thought the world was flat. At another point in history it was believed that women didn't have the know-how to run a business or change a tire. Then there was the one about man not being able to fly. Over time all of these fairytales have proven untrue.

So it is with interior design. Until recently, many people held the belief that having their home decorated by an interior designer was reserved for the rich and famous. Nothing could be further from the truth.

Fact is, many people of average income who live in a middleclass neighborhood are frequently surprised to learn they can easily afford the services of an interior designer. In other cases, many folks prefer to learn tips about design so they have the flexibility to redo a room on a whim. Either way, you have more choices today than ever before.

It is not uncommon to completely redo a room for a one time social event such as a birthday celebration, a graduation or a wedding. With some simple tips, even the most inexperienced person can easily spruce up a room.

Before you begin, think about the style you are interested in. Is it art deco, traditional, Mediterranean, western, modern, or contemporary? These are only a few of the multitude of choices you have. Think through how functional the room will be with what you have in mind. Avoid rugs and chairs that stain easily if there will be a lot of traffic in the room.

Be very careful to scale your furniture to the size of the room. If you have a very large space you can break up the area into little sitting groups or area groups. You can easily shift the "feel" of a room with the use of lighting and/or plants. Area rugs are another tool many designers use to break up large spaces. A variety of paint colors and wall textures can make even the most mundane room come to life.

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Small space decorating is fast becoming a favorite topic for many people as real estate prices rise. Think priorities when it comes to small spaces. Do you need to use an area of the room for more than one reason? In some cases you can easily convert the kitchen table to your workspace provided you have cabinet space handy for supplies. A chest of drawers can easily serve this purpose by holding office supplies, linens, or even computer components.

If you are considering utilizing the services of a designer, do your homework. Check their portfolio and references. Find out how they are to work with, did they deliver on time, were they easy to work with and did they listen to the homeowner. If you get an affirmative answer on all of these and their fees are suitable to your budget, then take the leap. Often, interior designs services are provided at no additional cost to you, and will give you the extra edge you need to create exactly the feeling you want for your home.

A great designer can make recommendations you may not have thought of. Ultimately, their goal is for you to be ecstatic with what you were able to accomplish together. After all, you are the one that has to live in the space long after the designer has done their magic.

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Melody Foster is the proprietor of The Cozy Home. The Cozy Home recently received the award for Best Interior Design for 2004 from the Parade of Homes and Salt Lake Home Builders Association for homes in the \$400,000 – \$700,000 range. Located in historic downtown Draper, Utah, The Cozy Home has a retail outlet that offer a unique selection to those who want the ability to furnish and accessorize their homes in a very individual way, with one-of-a-kind pieces that cannot be found elsewhere. The Cozy Home also focuses on interior design for homes in the \$200,000 and up range, specializing in the enhancing the average American home. Contact Melody Foster at

Web:

The High Profit Magic Bullet!

By Grady Smith

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One of the greatest secrets to instantly increasing your online sales is the proper use of Magic Bullets. In fact, by just using a few on my website, I was able to quadruple my weekly income. And it's something that I'm strongly convinced anyone can apply

to their own sales page to quickly double or triple their online income immediately.

So, what's a Magic Bullet?

The short answer is a list of bulleted benefits for the product. But the real secret of using them for high profits is in the design of each bullet.

More on setting up your own bullets in a moment But I want you to understand the profitability and importance of using high impact Magic Bullets on your own website.

First, most won't read your sales letter word for word. Magic Bullets let a visitor scan the benefits at a quick glance. They can see instantly what they're getting with their purchase and how it will benefit them.

Second, strongly written Magic Bullets can sell your product without a lick of additional copy. That's right. No P.S., no guarantee. I've bought online products solely for the reason that the outlined Magic Bullets promised me something that I was willing to pay for.

So, how do you design effective high profit bullets?

Start by outlining every single benefit your product offers. Make sure you look at it from the perspective of how your product would benefit a prospective client.

Now go through each benefit and rewrite it so that it creates excitement. You know, instead of writing "Learn how to make money online", write "The One Secret That Can Easily Make You Thousands Online."

Lay them out in easy to read bullets. Write a ton of them. Explain every last benefit your reader will get with your product

and do it in an exciting, specific way. Sometimes I'll read three benefits and I'm ready to make a purchase. Really, sometimes that's all it takes.

So will it work for you? Yes, if done properly you should see a steady stream of online profits from your work. Spend the time to invest in this strong sales tool. Rework your Magic Bullets until

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you create a short, specific, exciting benefit. Then do it again and again for each of your benefits. Soon, you'll see the real charm of Magic Bullets, and that magic is huge profits for you.

FREE \$17 Ebook "The Secrets Of Hard-Hitting Sales Letters" when you visit Grady's website. Plus, find out how you can have hard-hitting sales letters, cash-creating auto responders, and high traffic classified ads all at prices you can afford! Go Now: <http://www.cheap-copy.com>

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