

The True Story Of The Amazing \$27,000 Mars Bars...

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**The True Story Of The Amazing \$27,000 Mars Bars...**

**By Chris Bloor**

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The True Story Of The Amazing Twenty Seven Thousand Dollar Mars® Bars... © Chris Bloor 2002

I could hardly believe my eyes. I was sat in the audience at Mal Emery's \$3,000 a head Ultimate Marketing Boot camp in Melbourne, Australia when Mal decided to auction a Mars Bar. The week before I had seen him do the same thing in my hometown of Perth and raise seven thousand dollars in a matter of a few minutes. Mal of [www.malemery.com](http://www.malemery.com) is known as the Australian mail order millionaire.

They were just ordinary Mars bars. What made them special were the extra bonus gifts that Mal included with them.

You see each speaker at the boot camp, myself included, threw in some of our products and services I donated a thousand dollars towards copywriting along with a copy of my new manual 'How to Start an Internet Newsletter & use it to Grow Your Business - Virtually Overnight!' Others gave software, conference tickets, telemarketing services and advertising consultations.

Each speaker in turn donated some of his or her valuable products and services.

All of a sudden everyone in the room saw the Mars Bars in a whole new light...

And in less than ten minutes combined Mal raised \$27,000 by selling just three ordinary Mars Bars!

It was one of the greatest marketing lessons I have ever seen in my life. You see if you make your bonuses your product, you can sell more in ten minutes than most people do in a month.

Stop and think of your products and services... What awesome bonuses can you offer that will make your offers virtually impossible-to-resist?

Try it. If it can sell Mars Bars for \$27,000 just think what it can do for your products and services...

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PS The best thing about seeing Mal raise \$27,000 for three ordinary Mars Bars was seeing him donate 100% of it to help kids with cancer!

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Chris Bloor the `Crocodile Hunter' of Ezine Marketing invites you to receive 12 Months worth of his Internet newsletter `Better Marketing Advantage'  
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### **The future of the Human Species – Part 2:Where next?**

**By K.A.Cassimally**

#### **The future of the Human Species – Part 2:Where next? by K.A.Cassimally**

Many scientists are currently exploring the idea of going to live on Mars. Mars is the nearest planet to Earth and scientists actually think that the red planet resembled our Earth some million years ago. Some other scientists from the NASA Ames Center have already started the creation of a `Mars town' and many others are in fact already experimenting it. Of course, these experiments are done on Earth itself but this `Mars town' has an environment practically alike to that of Mars. And the perfect place for the conduction of this experiment is in Texas, USA.

The astronauts working in these towns wear their space suit and also do everything they would really have to carry out if they ever go to Mars in the future.

But Mars would be, like Earth a temporary place for humans. When the Sun starts engulfing the planets, Mars will disappear barely hours after the earth. So Mars only seems to be the ideal place to spread the human species. It is also a good location to send humans if ever there is a disaster on Earth. By saying disaster, I mean asteroid collision and things like that.

If we, humans do not want to disappear when the earth or mars get swallowed up, we will have to go and live beyond the solar system. But are there any planets outside our solar system prepared to support life? Astronomers' answer is:

"If Earth can support life, why can't other planets do same too? Astronomers have already discovered a Jupiter-like planet orbiting a Sun-like star so why not an Earth-like planet orbiting a Sun-like star next?"

Astronomers clearly think that, yes, there has to be other planets alike to Earth waiting to be colonised out there. And maybe, these planets will in the future hold our species.

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But in all cases, this is exactly what some astronomers have in mind: transplant the human species to these planets before it is too late.

Before colonising places outside our system though, it is logical to try and colonise our neighbour, Mars.

To achieve this goal though, many other problems have to be taken into consideration. How do we transform a dusty planet like Mars into one more or less alike to our Earth? How should we proceed? Before we plan to perform any of these though, we should ask ourselves whether we are really prepared to go out there where nobody has ever gone.

K.A.Cassimally is the editor in chief of Astronomy Journal and Astronomy Journal Ezine. He is also the co-founder of the RCPL Astronomy Club. K.A.Cassimally is best known for his article 'Harry Potter and the Moons of Jupiter'. He is also Senior Columnist at BackWash.com where he writes 'Not Scientific Science'. Website:

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