

"The Truth Must Be Told!" – A Review of "Magic Words That Bring You Riches"

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By Jerry Webb

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I once heard someone define advertising as being "truth well told." By this brilliant definition, Ted Nicholas is an absolute genius because he knows how to dramatize the truth in the most compelling and memorable way. He does this simply by using choice words and phrases.

It's no wonder that sometime ago, Ted brainstormed a single headline for a newspaper advertisement, and it successfully pulled in over \$75 million in sales over a period of several years. It's also no wonder that he achieved almost \$25 million in direct mail sales of one of his books, and he is often called the 500 Million Dollar Man, having successfully marketed over \$500 million worth of products in 49 different industries.

Does Ted Nicholas have the magic touch? No, but what he does have are magic words.

Ted claims that you are only 17 words away from making a fortune. He's convinced that his book, "Magic Words that Bring You Riches," will enable you to earn several hundred thousand dollars a year.

The book's promise was too fantastic to resist. So I finally got a hold of it, and after I read it, I truly wondered why it took me so long to find this amazing book.

The first few short chapters, which fall under the heading, "Magic Words that Get You Everything You Want in Life" may not be monumental — but they're definitely useful in everyday life.

I picked up a few "magic phrases" I didn't know, such as how to get the very best table in any restaurant; attract the opposite sex; have clients or employers clamoring to hire you; fly first class for the price of coach; or rent a Mercedes for the price of a Ford.

After reading the last 23 chapters, however, I was positively speechless. Ted shares his earth-shaking secrets for accomplishing marketing miracles. Recognizing that different words produce different results, Ted invested over \$100,000 in tests to discover magic words that produce the best results in marketing. He dispenses these magic words freely throughout this

book. This is simply pure gold for anyone who wants to succeed in marketing, particularly direct response marketing.

"Ted's strategies earned me over \$1,000,000 last year!"
—— Mike Enlow, Masters of Marketing, Magnolia, Mississippi

Although I'd like to explain the phenomenon behind these magic words, I'd rather you hear it straight from the horse's mouth – so I'm going to let Ted explain how he discovered these powerful words and phrases – and how you can use them to market successfully.

Jerry webb Listen... if you were just 17 words away from achieving greatwealth, wouldn't you want to discover what those magic words are? http://www.roibot.com/r_mw.cgi?R55136_mwqsprt

Magic Happens

By Julie Jordan Scott

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Those are the words in an advertisement on the television screen when I walked into the living room yesterday. I was doing my usual morning routine of getting the children up and out of the house so Katherine would arrive at school on time.

Usually the TV is not something I notice. My normal words are, "Turn off the TV before you leave the room."

Two words on the screen stopped me in my tracks.

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More common was another saying that tells us "Something Negative Always (my translation) Happens"

I noticed a few specific details of this advertising.

1. It was provided by a company whose mission includes creating the most universally positive experiences for people who participate in their products and services. The company? Disney.
2. It made the statement as pure truth: obviously it is a belief they are sending out to the world. They translate this belief into something tangible each and every day to consumers who are ready and willing to share in their vision. I have many personal experiences where Magic HAS happened at Disneyland, while watching a Disney movie, listening to a Disney soundtrack, shopping in our local Disney store.
3. The statement is supported by creating the context for Magic to happen consistently, as I illustrated above. They don't just say that Magic happens, Disney actively creates magic.

So how can we share this vision, not only in the arena of amusement parks, resorts, cruises, and other entertainment venues?

We can actively create a space for magic to happen in our lives. We can support our context with the firm heartspaced belief that magic is already happening all around us. Taking action towards magic continually makes more magic.

Sure, you could choose to have a "Something Negative Always Happens" mindset. Wouldn't you rather have a "Magic Happens, and I am the Personification of the Magic Wand" mindset?

Try it out.

Magic happens.

Passion Activator: Where in your life would you most like to apply some magic today? Take a moment to decide what the context will be, what first step you can take to create the space, and what beliefs you will need to shift to support you in your magic creation?

You WILL experience significant change when you commit to this process and create your own magic!

Activate your passion!

Julie Jordan Scott is a Personal Success Coach who left her career as a government bureaucrat and built a successful business in less than six months. To subscribe to her newest ezine, Daily Passion Activator, the Little Ezine with the Powerful impacts send a blank email DailyPassionActivator–subscribe@yahoo.com or via web: <http://www.5passions.com> to subscribe today.



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