

## The “Smack Magic” Website

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## The “Smack Magic” Website

Rough Outline - Last Edited: Oct. 16, 2024

### Summary:

A defunct infomercial website, advertising both the product and the “magic” man behind it. A similar layout to that of other *As Seen On TV* products’ websites, such as [Slap Chop](#) or [ShamWow](#). Colorful and simplistic in design. Reminiscent of early 2000’s advertising.

The website will present a solid, cleancut campaign, but with a subtle darkness lingering in the background. Wide gaps in comments sections where messages were manually deleted, and washed over presentations of Joe “Magic”. The website will be attempting to cover up a truth that rests just under the blue neon.

### Website Sections:

#### **Home Page**

A simplistic design overviewing the product and all of its prolific qualities. This section will briefly go over its history, description, product photos, stills from the infomercial, and icons of merit such as awards received and the *As Seen On TV* sticker.

#### **Customer Testimonials**

A long list of quotes (from people with seemingly only single letter last names and no contact information), praising the “life-changing” product, and advocating for the reader to purchase it as well.

#### **Frequently Asked Questions**

A quite bland list of frequently asked questions surrounding the product’s usage, delivery information, cleaning methods, and other related topics.

#### **“The Magic Blog”**

An archived, one-sided discussion board with past postings from Joe “Magic” himself. Quick updates from Joe will fill the page, with heavily censored comments sections and an abrupt ending to new posts at the top. Is the most evident example of a hidden darkside, while also establishing Joe’s offbeat personality in his writings.

### Visual Style:

The “Smack Magic” website will constantly be hinting at a lingering shadow lurking in the background. The simple text on a solid blue screen, similar to the endings of infomercials; trying to articulate an artificial excitement, but always falling short.



The website should be scarce, as if it were scrubbed of truthful information. All that should remain is small attempts of glitz and glamor, with the false descriptions and product fluff.

#### Websites for Reference:

[The Slap Chop Website](#) - A very archived, inactive feel, despite its flashy nature. Slightly more up to date than the direction we desire. But great badges of merit throughout (ie "Five Stars!", "Handiest tool in my kitchen! - *Verified Buyer*", etc) and presentation of the product itself.

[The ShamWow! Website](#) - Closer to what the *Smack Magic*'s website is aiming to be. Condensed text, separate section pages, ominous tone in its simplicity.

[Vincent Gallo's Website](#) - A radical extreme in basic presentation. Like the *ShamWow!*, lingering atmosphere in its scarcity. *Smack Magic*'s website can have more commercial flourishes, but still aiming for something related to this ball park.

### **The "Smack Magic" Website**

Section Copy - Last Edited: Nov. 11, 2024

#### **Home Page:**

Created by Joe "Magic", the king of infomercials, The *Smack Magic Vegetable Chopper* has revolutionized prep in the kitchen, sending it into a future of easy use, less stress, and more fun! The *Smack Magic* can dice by the smack of the hand, is dishwasher safe, made of durable, long lasting materials, and is an overall blast!

"The *Smack Magic* has changed more than just my life. Hundreds of thousands alike have chopped their way to victory. Don't be a loser. Join the winners. Buy a Smack Magic!"

- Joe Magic

The Smack Magic is the ideal choice chopping:

- Nuts
- Onions
- Vegetables
- Fruits
- Chicken
- Beef
- Eggs
- And many, many more

Limited time offer!

The original *Smack Magic Vegetable Chopper*!

Now only \$14.95 (Reg. \$29.95)

ORDER NOW (button to store)  
Free Shipping

### Customer Testimonials:

Read what customers have to say about the *Smack Magic*!

The *Smack Magic* has **revolutionized my game in the kitchen**. No more long prep times like with the old knife and cutting board. Welcome to the future! Salad in seconds. I've been smacking away my worries one chop at a time! Thanks Mr. Magic!  
- Bob A, Nov. 2008

**Best tool in my kitchen!** Don't know where I'd be without it. Got it as a gift this past Christmas and I haven't looked back since. It's **the star of every dinner party** and the helping hand to every quick, delicious meal!  
- Susan C, Feb. 2009

Nuts, onions, fruits, vegetables. It does it all! I used to never know what I was doing in the kitchen. Now I'm one of the pros! The *Smack Magic* is also **easy to rinse and dishwasher safe**. The perfect dice every time!  
- Michael T, Apr. 2009

### Frequently Asked Questions:

#### Is the *Smack Magic* dishwasher safe?

You betcha, it is! Just easily disassemble the *Smack Magic* into its three separate pieces, pop it in the dishwasher, and once clean and dry, put it all back together to get to smacking!

#### What all can it chop?

The wide variety of foods the *Smack Magic* can chop is not limited to vegetables, nuts, fruits, meats and many more.

#### How long will it last?

With proper cleaning and care, the *Smack Magic* can be expected to last for up to 5 years.

#### Can I purchase individual replacement blades?

The advanced-technology, stainless steel *Smack Magic* blades are available for individual purchase for only \$4.95 on the website's "Store" section.

#### Will I ever have to use my knife and cutting board again?

Because of its revolutionary design, dishwasher safe shell and durable quality, the *Smack Magic* makes the knife and cutting board obsolete. Chop your way to the future, and leave the past behind, with *Smack Magic*!

PLEASE NOTE that the five year lifespan for the *Smack Magic Vegetable Chopper* is only a hypothetical estimate, and depending on the individual customer's use, can vary. The *Smack Magic Vegetable Chopper* assumes no responsibility or liability caused by errors, unsuitable and/or inappropriate usages of the product.  
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### “The Magic Blog”:

posted by The\_Joe\_Magic  
 posted on 2/17/2009 08:30:00

replies: 17

Hey choppers, it's Joe Magic here! Just wanted to let you know that for the next seven days our *Smack Magic* Replacement Blades are going to be 50% off, taking the already great deal of \$4.95 and chopping it down to \$2.48. Don't miss it and buy now. Magic out.

(15 collapsible replies, all reading [deleted]. 2 other comments, sprinkled amongst read:)

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Sm4cked\_087  
 replied on 2/17/2009 13:47:03

Sign me up! I'll be buying two!

wahlburger\_grout  
 replied on 2/19/2009 17:01:42

What sizer blade?

---

posted by The\_Joe\_Magic  
 posted on 1/20/2009 21:30:00 [edited]

replies: 9

Magic here. PSA that everyone else is too scared to bring up: lady drivers need to chill. Second chick on the highway today to nearly ding the Benz D:<! Not saying all, but let's be real. If you can't drive, don't drive. You know who you are. Not everything is as easy to operate as *The Smack Magic* babe. Magic out.

(6 collapsible replies, all reading [deleted]. 4 other comments, sprinkled amongst read:)

The\_Joe\_Magic  
 replied on 1/20/2009 22:30:00

Not all, but come on. If you can't keep up, please slow down. The rest of us have checks to cash at the bank. Oh wait, just me? XD XD XD. Magic out.

wahlburger\_grout  
replied on 1/21/2009 02:41:05

You said it! LOL

ar1zonap1t  
replied 1/21/2009 04:32:39

dumb h0es

lucyinthesky\_71  
replied 1/21/2009 07:51:20

How much money are we talking Joe? Hahaha

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posted by The\_Joe\_Magic  
posted on 1/07/2009 08:30:00

replies: 5

Magic here. Check out the *Kitchen Utensils Weekly* news article on the home page! They've got some good information on who's number one, just in case you forgot >:) Magic out.

(4 collapsible replies, all reading [deleted]. 1 other comment reads:)

p0art\_X  
replied 1/07/2009 11:53:41

Congr4ts Mr. Magic!

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posted by The\_Joe\_Magic  
posted on 12/30/2008 12:30:00

replies: 11

Hey choppers, Joe Magic here! Here on The Magic Blog is where I'm going to be posting everything from sales announcements, product updates, to just my random thoughts. Be sure to tune in for the gold. Magic out.

(10 collapsible replies, all reading [deleted]. 1 other comment reads:)

Smack\_Magic\_Love  
replied 1/01/2009 02:37:58

[clickable link to an outside website reading: The Truth]  
(More details below)

**Store:**

- TBD -

**The “*Smack Magic*” Website**  
Additional Elements - Last Edited: Nov. 11, 2024

**“The Truth”**

A link to a bare-bones personal webpage, not associated with the *Smack Magic* website, that accuses Joe Magic of inappropriate behaviour and misconduct. The design should be very contrasting to the blue and fun aesthetic featured on the website. It should be point blank, no flourishes, and hold an ominous darkness.

If you are reading this, be sure to copy and save it, as I've already had two websites before taken down.

Joe Magic is a creep.

- TBD -