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Business Marketing Bulletin

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Top Sponsor Ads

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Get a \$5,500 Internet Marketing Seminar For Just...ONE DOLLAR.
Grab Your \$1 Access Now...Before This Internet Millionaire Comes
to His Senses and Withdraws This Offer FOREVER.

Go here Right Now to get it: <http://promotingtips.com/SeymourProduct>

Free Download - eBay Workshop Collection

The workshop titles included in the ebook are...

- *From Hobby to Home Business
- *How to Compete in a Crowded Market
- *Understanding the Basics to Importing
- *Physical Products to Sell.....and much more!

You can download it for free here:

http://www.worldwidebrands.com/wwb/kh_freeebookWorkshops.asp?kbid=1028

***** ATTENTION *****

You are receiving this newsletter because you subscribed to it. As a subscriber you have acknowledged that there will be both in-house and third party advertising as part of our content. This allows BMB to remain free. If you would like to be removed from this list, please see instructions at the end of this newsletter. Seymour Products values your privacy.

<http://www.seymourproducts.com/privacy.shtml>

Seymour Products is hosted by ICDSOFT Hosting. No set-up fees, 1000 MB of space, \$72 per year, plus numerous features! Incredible support system...minutes, not hours! You have a bigger plan option as well.

<http://www.icdsoft.com/?aff=terriseymour>

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What's New?

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Hello everyone and welcome new subscribers,

A lot of people have been asking about the difference between the types of resell rights. Hopefully this can clear up any questions you may have on the different types of rights:

Basic resell rights mean that after you buy the item you will be allowed to sell it to your customers. This is also known as Resale Rights. Products that came with resell rights means that you can sell the product to just about anyone and keep 100% of the profit. When you sell an item with Basic Resell Rights, you can NOT give the resell rights to your customers.

When you have master resell rights, you sell the product/service to your customers, and you may also give your customers the right to sell it. You can also pass master resell rights to your customers. This allows your customers to also sell the product with resell rights.

With private label resell rights, you may not only resell the product but you may also edit the content or product and claim it as your own work, putting yourself as author.

Sometimes the individual product may have specific restrictions which should be listed on the license or in the ebook itself. If you still have questions on any of these rights, please feel free to email me anytime.

terri@seymourproducts.com

In the News

Digital TV Transition Hits Another Snag

<http://www.imediaconnection.com/news/21656.asp>

New Ebooks this Week: Resell Ebooks Just \$1.00 Each!

How to Get Rid of Yeast Infections (health/fitness)

The True Story of the American Flag (education/homeschool)

Unclaimed Money Finders Manual (jobs/career)

eBook of the Western World (travel)

Speed Boat Safety (sport & recreation)

Jump into the IM Fast Lane (internet marketing)

Earth 4 Energy Reviewed (Go Green)

eBay CD Sellers Toolkit (ebay)

Loving Life (self-help)

The Lost Continent (western/adventure)

<http://www.seymourproducts.com/ebooks-resell>

****Weekly Subscriber Special****

Winter Blues Special!

Brighten up your winter with this special offer!

Choose any category and get all ebooks for half price. If the category you choose has 50 ebooks, simply order 25 of them, let me know you took advantage of our winter blues special and I will send you the remaining links for free! We have lots of niche categories to choose from!

terri@seymourproducts.com

This special is valid from January 13 through January 16.

NOTE: New eBooks listed above are not eligible for Weekly Subscriber Specials.

Join the Seymour Products Trivia Challenge!

Find the hidden trivia question and be the third person to send in the correct answer for a free feature ad in next week's issue of the Business Marketing Bulletin. Send your answer to terri@seymourproducts.com?subject=answer

Congratulations to Greg Ahrensfeld for again being this week's trivia challenge winner! Good luck to everyone this week!

Last week's Q: *Who was a mail sorter for Canada's postal service before becoming a famous comedic actor?*

Last Week's A: *Dan Akroyd*

Join in the fun and try to win a free feature ad. **Good luck all!**

If you know anyone who could benefit from this ezine, please feel free to forward them a copy in its entirety. Thank you.

If you would like to advertise in the BMB, please visit:

<http://www.seymourproducts.com/newsletter/advertise.shtml> for more information. Advertising prices are as low as \$5.00. I am also looking for ad swaps from other ezine publishers. **BMB now goes out to 1440 subscribers.**

Studies show that it takes 7 views of an ad before people take action, so to help you accomplish this we are offering some good deals on 7 ad packages!

<http://www.seymourproducts.com/newsletter/advertise.shtml>

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Freebies & Biz Helpers

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This week's free ebook:

Rainy Day Activities for Kids – Private Label Rights

<http://www.seymourproducts.com/ebooks-resell/dl/rada.zip>

Free Club for Newbies and Veterans Alike!

Relax in the laid-back atmosphere of the Members Academy, and browse through its **extraordinary range of Free Tutorials, Newbie Books, Articles, email courses, Newbie Software and links to the best Internet and Computer learning Resources on the Web.** http://www.newbieclub.com/?web_success

Website Promotion Tutorial

<http://www.apromotionguide.com/>

Fast-growing new search engine – Free Submission

<http://www.scrubtheweb.com/addurl.html>

Free adsharing program

<http://www.adsflip.com/>

Free Download: PhraseExpress Autotext

Save time when typing forms, letters, etc. Let this effective program add commonly used phrases for you so you don't have to continually type them out. <http://www.phraseexpress.com/>

Write Better Ads - Do It Free!
<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip

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Use your server logs to help you increase your sales and income!

<http://www.tamingthebeast.net/articles7/server-logs-revenue.htm>

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Feature Ad

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Get more traffic with this free program!

<http://www.trafficswarm.com/go.cgi?659014>

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Feedback

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Please send in your comments, suggestions, questions, etc to

terri@seymourproducts.com?subject=feedback

We appreciate all feedback, good or bad!

*My mind is racing with ways to make money with your ebooks. I am so glad I found your site! * Debbie*

*In the world of auto responders and scripted emails, it's so nice to actually carry on a conversation with an actual person; so thanks for getting back with me. * Gary*

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Feature Article

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Marketing in a Poor Economy

by Jennifer Horowitz

There is no escaping the reality of the economy. These are not good times for most people. Many individuals and businesses are suffering.

However, in spite of that, many online businesses are still doing well. Online shopping was up over shopping in traditional retail stores (Cyber Monday was up 15% over the previous year).

People don't stop searching the web just because times are bad, and the number of searches per person are on the rise, so there is still plenty of traffic to be had. Then it becomes the job of your website to convert that traffic.

What you need to know is that people tend to shop differently in a poor economy. They research more, they comparison shop more and they look for more value for the money they spend.

It's true, individuals and businesses are trying to cut costs - but most people and businesses can't stop buying. There are still supplies, inventory, services etc that we need - to function and to run our business. So when people go to

purchase these products and services they are more likely to look for discounts/sales and to search and compare on multiple sites.

Now is the perfect time for websites to step up and provide potential customers with the information and incentives needed to get the sale. Do a marketing review of your website and make sure your site is compelling, informative and offers a great deal.

You should look at what special offers you can afford to make to entice people into doing business with you. You can also set a deadline on the special offer in hopes of getting people to just buy right then rather than comparison shopping.

If you know for sure you are cheaper than some competitors place your own price comparison chart on your site so they can compare you to others without leaving your site.

You may also want to consider revisiting your keyword phrases and add phrases that include words like: sale, discount, free shipping on, best price on, cheap, etc. People are more likely to search for products or services combined with these kind of phrases in hopes that they will quickly come across a great deal.

Create a marketing campaign with a special discount for people that have already ordered - offer them a discount for their repeat business. Remember everyone is looking for a good price right now, so reach out to them and show them what you have to offer.

Don't forget Blogging. (By the way, If you don't have a Blog get one up and running - it's a great way to get more traffic into your site and to connect with your visitors.)

You can create your Blog posts around keyword phrases that are highly trafficked and bring in new traffic quickly (Blogs often get ranked very quickly these days.)

Another great idea is to become a resource for people on saving money in their industry - for example if you sell paint, you could offer a report that shows people how to get the most out of their paint can - show people just because times are tough it doesn't mean they have to live with a room or even a whole house that needs work. Top off the special report with a coupon for that can of paint they need. You'll help people, get new business and possibly even gain attention from the media. The media is so focused on

reporting on the bad economy and they are constantly looking for new stories related to these hard times.

Being a great resource for people on saving money in a certain industry should garner some attention. The more creative you are with your money saving ideas the more exposure you will get out of it. You could also start a regular "column" in your newsletter or on your Blog that shares money saving tips for people.

The key is to get creative - know your customers (what are they afraid of, what are their needs, what can they do without during rough times and what do they absolutely still have to have) and then come up with a campaign that ends up helping them and you. A great win-win!

Jennifer Horowitz is the Director of Marketing for EcomBuffet.com. Since 1998 Jennifer's expertise in marketing and Search Engine Optimization (SEO) has helped clients increase revenue. Jennifer has written a downloadable book on SEO and has been published in many SEO and marketing publications. Jennifer is the editor of the popular [Spotlight on Success: SEO and Marketing newsletter](#). Follow Jennifer and stay current on SEO, marketing, social media and more. <http://twitter.com/EcomBuffet>

If you would be interested in any of my other articles for reprint or reference you can see the complete list at <http://www.seymourproducts.com/articles/index.shtml>
Feel free to use any of the articles you feel are appropriate for your business.

What is the dot over the letter i called?
terri@seymourproducts.com?subject=answer

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Feature Ad

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If I could show you a way to **SAVE** money
and **EARN** money at the same time...

WOULD YOU LOOK AT IT ?

www.SavingsParty.com/?id=1

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This `n That - A Little Bit of Everything!

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SitesLike is a free service that allows you to find, tag, rate and share websites that are similar to each other. Sites are constantly monitored so the content is always fresh and up to date.

<http://siteslike.info/>

Treat everyone with politeness, even those who are rude to you - not because they are nice, but because you are. * Author Unknown

Some people are too tired to give you a smile. Give them one of yours, as none needs a smile so much as he who has no more to give.

* Author Unknown

Strictly Anything! "A collection of my interests from books, internet, crafts, technology as well as deeper personal issues." A great blog!

<http://strictlyanything.com/>

This week's riddle: **Numbers Game**

What is significant about the order of these numbers :

2 3 6 7 1 9 4 5 8

Answer at the end of the ezine.

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Subscription Management

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Subscriptions to this weekly ezine are free.

To receive this newsletter:

Send a blank email to:

subscribe@seymourproducts.com

To not receive this newsletter:

Send blank email to:

unsubscribe@seymourproducts.com

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Contact Info

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Answer to Riddle: They are in reverse alphabetical order!