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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,

Today is a very special day. It is finally time for the historic inauguration of Barack Obama! Can you imagine the excitement and feeling of hope and anticipation for America!

At 12:00 noon today Barack Obama will become the 44th president of America! Read more here: <http://inaugurationday2009.com/>

Schedule of events and lots more!

Be a part of this historic and exciting event!

In the News

Inauguration Day: 5 Things to Watch

http://news.yahoo.com/s/ynews/20090119/pl_ynews/ynews_pl202

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

Becoming the Perfect Chef (jobs/career)
How to Have a Fun Wedding (romance)
Cure Tennis Elbow without Surgery (health/fitness)
Good Food and Drink Ideas (entertainment)
Instant Credibility Revealed (online/home biz)
Your Guide to Scuba Diving (sports/recreation)
Historical Aphrodisiacs & Anti-Aphrodisiacs (romance)
Network Marketing Explosion (online/home biz)
Market Place Portal (online/home biz)
Project Genius (software/scripts)
<http://www.seymourproducts.com/ebooks-resell>

****Weekly Subscriber Special****

Make Your Own Special!

I am going to try something very different and fun this week! You tell me what you want your special to be (within reason) and I will definitely consider it for you. Just email me at this address terri@seymourproducts.com?subject=my_special and I will seriously consider it.

So, if you want certain ebooks or want to start your own store, just let me know what you want for your special and we will go from there.

This special is valid from January 20 through January 23.

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 Michael Cushman for again being this week's trivia challenge winner! Good luck to everyone this week!

Last week's Q: *What is the dot above the letter i called?*

Last Week's A: *A Tittle*

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 1450 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:

A Step-By-Step Guide to FTP

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

Submit your site, free!

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

<http://www.general-website-directory.com/>

Tax Deductions for Online Business Owners

<http://internetbiztaxtips.com/2008/02/list-of-tax-deductions-for-online-biz-owners/>

Free Advertising Network

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

Free Download: Capture.NET
The Swiss Army Knife of PC Tools!

<http://fishcodelib.com/Capture.htm>

Write Better Ads - Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip

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Increase Your Sales and Traffic Using Autoresponder Tutorials/Courses

If you have an online business, no matter what it pertains to, a great way to promote yourself and your business is by sharing your knowledge. One way of doing this is by preparing free tutorials for people to read and learn from.

By doing this, people will come to think of you as an expert in your field. When they need advice, products or services, you will be the one they trust and believe.

Divide your tutorial into four or five (or however many it takes) steps; then set them up at an autoresponder. After you divide these into steps, set it up at the autoresponder for the each step to be sent out two or three days apart. This works better than one complete mailing because it keeps your name and business in the mind of the prospective customer longer and he will be more likely to buy your products.

When you set up your tutorials at the autoresponder, don't forget to put a couple points of interest about your site/business. You also want to make sure you have a little thank you note preceding the tutorial.

Introduce yourself, say thank you and encourage the prospect to ask questions or visit your site for more information. This will help to build a relationship with the customer and to build your reputation also.

These tutorials will go a long way in building your reputation, your business and you!

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Feature Ad

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Get more traffic with this free program!
<http://www.trafficswarm.com/go.cgi?659014>

What is Barack Obama's favorite board game?
terri@seymourproducts.com?subject=answer

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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!

I have to ask because it seems too good to be true: I can actually resell these books? You have a great selection at an affordable price. I just got scammed for the 999,999 time on the internet. Oh well, the millionth time's a charm. People like you renew my faith in humanity. Not trying to be overly dramatic, but I'm not used to kindness living in Chicago.

* Lamarr

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Feature Article

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10 Effective Ways to Build Your Mailing List

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If you have been in this business for any length of time, you have probably heard the saying, "The Money is in the List". Well, in a big way that is true. Building a mailing list and sending out regular newsletters, updates, etc. is a very powerful way of increasing your customer base.

There are numerous things you can do to build your mailing list and most of them are free!

1. Be sure to put a subscription form/box on every page of your website. If you want people to sign up for your ezine/ newsletter, you need to make it as easy as possible for them, even if it is as simple as a link saying [Subscribe Here](#).
2. **Subscribe Address** in your Sigtag – Use your subscribe address in your sigtag when you post to message boards, send emails to email discussion lists and anytime you send out an email. This is a very simple, yet effective way to get people to subscribe to your mailing list. For example:

Free ebook to help you build your business.
[subscribe @ subscribehere.com](mailto:subscribe@subscribehere.com)

3. **Offer a Free** – Give people some incentive to give their email address for your mailing list. Offer them a free ebook or free software. If possible, write the ebook yourself to get more exposure for yourself and your business. Let people know they are free to use your ebook as a sign-up bonus as well.

4. Hover Ads – Hover ads, float in ads, pop-up ads, exit ads, can all be very effective in capturing people’s email addresses. Use the ad to offer your freebie and add your subscription address so it is very easy for people to sign up. When I put one of these ads on my site, I added hundreds of subscribers in just a few weeks. You can get free code for this ad at:
tamingthebeast.net/generators/popup-hover-ad.htm

5. Contests – Hold contests on your site to draw more people in to sign up for your mailing list. People don’t mind signing up when they have a chance to win something for free. Keep in mind that these will not all be solid subscribers. Some will be contest junkies and freebie seekers!

6. Ad Swaps – This an old but effective way to build your mailing list. Search for other quality ezines/newsletters that compliment yours and then contact the publisher. Ask them if they would like to get free exposure for their ezine. Offer to put their ad in your newsletter, if they do the same for you. This can get you lots of free traffic and sign-ups.

7. Ezine Directories – There are numerous ezine directories on the net and most of them are free. Add your ezine and let publishers know that you are willing to do ad swaps. You can also look for ezines to contact for ad swaps.

8. Group Subscription Ads – This is where you sign up for a free program and get your ezine posted numerous websites along with other ezines. What you have to do in return is add the code for the box to your site as well. You can see an example here:
seymourproducts.com down at the bottom of the page.

9. Article Marketing – Article marketing for me has been the most powerful method of building my mailing list and my customer base. Take some time to write an informative, helpful article, submit it to directories and website/ezine owners and you are guaranteed to get more subscribers!

10. Exchange Recommendations with Other Publishers – This is similar to an ad swap but you would contact other publishers and discuss recommending each other’s ezine on your welcome/thank you page or email. This is the web page or email your subscribers see after signing up for your ezine. Doing this with several ezine publishers could greatly increase the rate in which you build your mailing list/subscriber base.

If you consistently use some or all of these ideas, you will definitely build a large mailing list. If you use this list to send a quality ezine they will definitely respond to you and your business!

Terri Seymour (also known as “The eBook Lady”) has over ten years online experience and has helped many people start their own business. Visit her site at <http://www.seymourproducts.com> for resources, \$1 resell ebooks & software, free tutorials, affiliate programs, free ezine and free business ebook with Master Resell Rights. <http://www.seymourproducts.com/free.shtml>

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.

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Feature Ad

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Need Leads and Prospects For Your Business?
Free video shows how to get hundreds of prospects for free. I passed this by once and now it's back Hurry!
<http://www.emarketeering.com>

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This 'n That - A Little Bit of Everything!

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Moodyornot is a mood counter that counts people moods from different sources. As you may have noticed, you're able to choose your mood from a list of 4 options starting with "very bad" and ending at "very good". <http://www.moodyornot.com/>

Forgiveness does not change the past, but it does enlarge the future. *
Paul Boese

Woof Report is a free daily email newsletter offering handpicked pup-perfect ideas, dog care tips, products, and more. <http://www.woofreport.com/>

The real measure of your wealth is how much you'd be worth if you lost all your money. * Author Unknown

This week's riddle: Scrambled Words

Rearrange the following letters to give the name of a famous singer.

WESTERN VIDEO

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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arising out of, or relating to, any item listed in this ezine, and/or websites.

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Answer to Riddle: Stevie Wonder