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Business Marketing Bulletin
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Top Sponsor Ads
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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_freebookWorkshops.asp?kbid=1028

This Top Ad Spot is now open. Click the following link to get your ad seen here! <http://www.seymourproducts.com/newsletter/advertise.shtml>

***** **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 setup 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,

The winter is just flying by this year! We took up cross-country skiing and boy what an adventure! ;-)

The Superbowl promises, as usual, to be a great game this year! I am hoping for the Colts to win, for no particular reason! ;-) I enjoy a good football game but am not a loyal fan to any particular team.

This week's free book will be our Delicious Superbowl Recipes ebook.

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=256

Download link is below in the Freebies section.

In the News

WooRank Screens Your Website, for Free

<http://www.techcrunch.com/2010/01/24/woorank/>

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

How to Set Up and Use Joomla

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2191

Fun & Excitement with RC Cars

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2192

Getting the Most of Your ATV

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2193

Twitter Marketing Made Easy

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2194

How to Soothe Your Baby from Colic

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2195

Halloween Artistry

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2196

It's You Live

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2197

The Clue of the Twisted Candle

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2198

Les Miserables

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2199

Network Marketing Survival

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2200

****Weekly Subscriber One Day Special****

Niche Package Deal Special! (Held Over from Last Week)

Our collection of niche packages is growing so I want to offer a "special" special on our \$15.00 niche packages.

We have a total of 13 of the \$15.00 niche packages and I am offering all of them to you for just \$100.00. That is \$95.00 off the regular price of \$195.00!

If you already have some of the packages and would like a smaller deal, choose any three of the \$15.00 packages for just \$25.00! Regular price would be \$45.00! Get 6 packages for just \$50.00 and so on.....save on as many packages as you need! A great opportunity to expand your inventory or start your own successful ebook store!

Just login to your Paypal account and send payment for the option you would like and then let me know which packages you would like as well so I can send you the links.

Look over the packages here: <http://www.seymourproducts.com/ebooks-resell/categories.php?Start=0&what=&CategoryID=26&ord1=> Feel free to email me if you have any questions about this special offer. terri@seymourproducts.com?subject=special

This special is valid through January 29, 2010.

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 **Frank Clayton** for being the winner of last week's trivia challenge! Good luck to everyone this week!

Last week's Q: *What does the 57 mean on a Heinz 57 ketchup bottle?*

Last week's A: *There were apparently several answers to this question but the most common being it meant they had 57 varieties of products. The answer I had was it stood for the 57 varieties of pickles they once had.*

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. BMB now goes out to 1777 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>

Join me on Facebook

<http://www.facebook.com/pages/Seymour-Products/240937693051>

Join me on LinkedIn and grow your business!

<http://www.linkedin.com/in/SeymourProducts>

Follow me on Twitter and see what all the tweeting is about!

<http://www.twitter.com/SeymourProducts>

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Freebies & Biz Helpers
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This week's free ebook:

Delicious Superbowl Recipes

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

Creating and Managing Your WordPress Site

<http://www.devwebpro.com/creating-and-managing-your-wordpress-site/#resume>

Submit Your Site

<http://www.directory-free.com/>

Find Expired Domains

http://www.free-webmaster-tools.com/domain_expired_domain.htm

Make Money with Expired Domains

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=448

Free Download: Advanced Renamer 1.6

Advanced Renamer is a freeware program for renaming multiple files or folders at once. It can use several different methods for calculating the new name including multimedia tools for sound and picture files.

<http://aren.hulubulu.net/>

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

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eCommerce Marketing Tip
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Forum Marketing

Networking on forums can be a great way to get your name and business established and build your traffic. Find a few quality forums, visit them regularly and participate in the discussions regularly.

Do NOT just post your business info and never come back. You have to offer advice, share your experience and knowledge and show a genuine desire to help people. This will build trust and strengthen your reputation which in turn will do wonders for your business!

Message Board and Forum Directory
<http://directory.big-boards.com/>

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Feature Ad
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“Book Signing Success”

How to Get The Most Out Of Your Efforts

As a Self-Published Author at Local and Virtual Book Signing
Successful book signing strategies for first time authors

Order now at: www.createpace.com/3390937

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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 really like your ezine and enjoy reading through it when it arrives. I've even ordered some of your great priced ebooks. * Shawn*

Please send me info about which store kit of yours is offering all PLR products. I want to purchase PLR e-books. I checked your website but it doesn't mention which one comes with the PLR rights.

The product sales page will list on the bottom if the product comes with PLR.

Also, we do have PLR kits here:

<http://www.seymourproducts.com/ebooks-resell/categories.php?CategoryID=26>

We've all heard of Pinocchio, but when translated from Italian to English, what does Pinocchio mean? terri@seymourproducts.com?subject=answer

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Helpful Ezines
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Learn Internet marketing strategies that you can apply to your business and profit from. Also submit your own free ezine ad weekly. Plus post free weekly ads. Web based with RSS Feed tie-in.

<http://www.ezine.duckerpromotion.com>

Business Opp News

Weekly ezine full of free marketing tools, tips & proven strategies to help you succeed online & offline- faster & smarter - no matter what business you promote. <http://BusinessOppNews.com>

Karen Gates' Achieve Online Profits is a free online marketing ezine for new and experienced internet marketers who are looking for links to free list building programs, free website traffic programs and free and low cost opportunities to make money online. Advertising options everyone can afford. Know more, earn more. <http://karengates.com>

If you would like your ezine listed here, please contact me to find out how. terri@seymourproducts.com?subject=ezine

2010 Resolution — Give Your Website a Legal Check-Up

by Chip Cooper

We all make New Year's resolutions – some are personal, some are business or professional in nature. Even if we don't actually make New Year's resolutions, we engage in formal and informal "planning" as we look ahead to the New Year.

If you operate a website, you're probably aware that your website operations are now highly regulated. And the pace of legal regulations continues to accelerate.

Which means that you face an increasing risk of legal liability.

So, it's a good idea to give your website a legal check-up and to update your site before it's too late.

General Issue Checklist

The general checklist below covers issues that are not new issues which arose in 2009. These issues have been around for a while, but some may be new to you, particularly if your website or marketing activities changed recently.

- **Copyright Notice.** These are the basic elements of a copyright notice: the word "copyright" or copyright symbol (c in a circle) followed by the year of first publication followed by the name of the copyright owner followed by "All rights reserved worldwide." Here's an example taken from my digicontracts.com website: Copyright 1996-2010 Digital Contracts, Inc. All rights reserved worldwide.
- **Blogs.** If you've recently added a blog to your site, or if your site is a blog site, it's possible that a visitor could post infringing materials (e.g. text, video links, images). Under the strict principles of copyright law, you'd be a copyright infringer even if you were unaware of the posting. Your liability could be significant. The Digital Millennium Copyright Act (DMCA) provides a "safe harbor" from liability provided you publish a DMCA notice and register with the Copyright Office.
- **Collection, Use and Sharing of Personal Information.** Your marketing activities determine the categories of personal information you collect, how you use it, and how you share it. As you evolve your marketing practices over time, it's easy to forget that your Privacy Policy should reflect your actual practices regarding personal information. This is one area in which most online marketers are the most vulnerable to legal liability. So, review carefully your present and anticipated future

marketing activities that include personal information and update your Privacy Policy accordingly.

- **Data Security.** Technology and security practices are in a continual state of evolution. You're required to implement and maintain "reasonable and appropriate" data security measures, according to the Federal Trade Commission (FTC). If your site does not actually implement up-to-date measures, you should update them immediately.
- **Service Providers.** Do your outsourced service providers – hosting, SEO, website development, etc. – have access to the internals of your website server and your databases that archive personal information? If so, according to the FTC, you need to enter into simple confidentiality agreements with these service providers.
- **Human Intervention in Online Contracting.** Two 2008 cases highlighted the fact that human intervention in online contracting may be a recipe for creating unenforceable agreements. The recipe for enforceable online agreements is well settled, but if you add intervention by your employees into the acceptance process, your online agreement may end up becoming unenforceable.

Emerging Issue Checklist

The emerging issue checklist below covers issues that were new in 2009 or experienced relatively significant new developments in 2009.

- **Keyword-Triggered Ads.** The issue is familiar: Whether pay-per-click advertisers should be permitted to use keywords that are also competitor's trademarks for purposes of triggering the advertisers' ads on a search results page. This issue continued to be hotly litigated in 2009 without ultimate resolution due to a split among various Circuit Courts of Appeals. However, a 2nd Circuit ruling in 2009 narrowed the split in favor of trademark owners. Congress may resolve the split with specific legislation in 2010.
- **Behavioral Ads.** Behavioral ads are highly relevant to consumers because they are based on consumers' online behavior, including data tracked regarding sites visited, length of visits, content read, and searches made. In February 2009, the FTC issued a staff report entitled "Self-Regulatory Principles For Online Behavioral Advertising". This report set out certain principles for purposes of protecting consumer privacy. Later, Google issued a notice that "interest-based" advertising utilized in its AdSense program required a modification to the Privacy Policies of all participants in the AdSense program. Look for congressional action on behavioral advertising in 2010.
- **Red Flag Identity Theft Policy.** 2009 saw deadlines for establishing a Red Flag Identity Theft Policy come and go. Extensions of the deadline

were ordered by the FTC due to confusion over the scope of the regulations and who is covered. The current deadline is June 1, 2010. In simple terms, if your registered users make periodic payments payable as monthly or quarterly installments, or if you extend credit so that payment is made after receipt of the product or service, you're covered by the regulations, and you should implement a policy.

- **False Advertising.** In July 2009, the Attorney General for New York reached a settlement with a cosmetic surgery company over the company's fake positive consumer reviews on the Web. The company ordered its employees to pose as customers and to write flattering reviews. The Company agreed to pay \$300,000 in penalties.
- **FTC Guides.** Concerned over false advertising on the Web (including the type of behavior discussed in the False Advertising point above), the FTC issued new Guides explaining how they will interpret existing law regarding endorsements and testimonials used in online advertising. If you recruit affiliates, resellers, or bloggers to promote your offering, you'd be classified as an "Advertiser" under the Guides, and if you're recruited as an affiliate, reseller, or blogger to pitch the products of others, you'd be classified as an "Endorser" under the Guides. In simple terms, Advertisers are required to provide guidance and training to their Endorsers regarding the Guides or face liability. Endorsers are required to disclose material connections with their sponsoring Advertisers including receipt of compensation of any kind. Drafting and posting a Disclosure Policy is the key to compliance for Endorsers in order to avoid a fine of up to \$11,000.

What to do if You're Developing a New Website

If you're developing a new website (or heaven forbid, if you have an existing website that has yet to incorporate website compliance documents), your website should incorporate some combination of the following documents:

- FTC Guides Disclosure Policy
- Legal Page
- Terms of Use
- DMCA Registration Form
- Privacy Policy
- Service Provider Privacy-Security Agreement
- Customer Agreement (click-wrapped SaaS, Membership, Subscription, Account Agreement)
- Red Flag Identity Theft Policy

Conclusion

The checklists in this article are not exhaustive; however, they should be a good start to a comprehensive legal check-up for your website as you move into 2010.

It's not the "wild, wild west" atmosphere on the Web anymore. Legal compliance is essential if you want to avoid liability in a highly regulated environment.

This article is provided for educational and informative purposes only. This information does not constitute legal advice, and should not be construed as such.

Leading Internet, IP and software lawyer Chip Cooper has automated the process of drafting website legal compliance documents with his MyLegalFirewall website documents drafting service. Use his free online tool [Website Documents Determinator](#) to quickly determine which documents your website really needs. And grab your 3 complimentary Special Reports.

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

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Feature Ad
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Stand out from the crowd!

Send high-impact newsletters, video emails, and follow-up campaigns that hit their revenue targets! <http://www.GetResponse.com/index/Seymour>

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Let's Have Some Fun!
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Site of the Day: 'Causecast is an interactive community that connects individuals, leaders, celebrities, and brands to make a positive impact in the world. We educate, entertain, and empower people to get involved with the causes they want to support, in the ways they want to support them by utilizing innovative technology, mass media, and entertainment.'
<http://www.causecast.org/>

Quote of the Day: Our most basic instinct is not for survival but for family. Most of us would give our own life for the survival of a family member, yet we lead our daily life too often as if we take our family for granted. *Paul Pearshall

Fun Free Download: Alien Arena 2009

[Alien Arena 2009](#) is a freeware online death match game with fast and furious action for Windows and Linux!

Fun Movie Quotes: Guess the Movie and Win a free ebook!

Send in your answers and we'll let you know if you got it right! Unfortunately I am going to have to change the rules for the Movie Quote game. Please do continue to send in your answers and if you are the second person to send in the correct answer, you will win a free ebook. Thank you!

[Actor #1 is on the ground]

Actor #2: You can't take any pictures from down there, sonny.

[Actor #1 gets up and is handed a rifle]

Actor #1: I'm a non-combatant.

Actor #2: Ain't no such thing today.

terri@seymourproducts.com?subject=quote

This week's riddle: What Am I?

I cannot be bought
I cannot be sold
Even if I am made of gold.

What am I?

Answer at the end of the ezine.

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Subscription Management
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To receive this newsletter:
Send any email to:
subscribe@seymourproducts.com

To not receive this newsletter:
Send any email to:
unsubscribe@seymourproducts.com

Contact Info:
Terri Seymour
terri@seymourproducts.com
support@seymourproducts.com

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Answer to Riddle: I am a heart! ;-)