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Business Marketing Bulletin
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Top Sponsor Ads
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Hi, Did you know you can earn 2% cash back on all your purchases through the new Market America shopping portal?

Just go to: <http://www.gparigian.com>

Then on the upper left hand corner of the website, just click where it says: Get paid to shop! (learn how)

That's it! You can then shop for Market America's branded products, OR shop on over 3,000 Market America partner stores such as Macy's, Sears, Sony, Lord and Taylor, and many others, all without leaving the Market America portal! How's THAT for convenience. Do your shopping online and get paid to shop!

Free E-zine - Support Moms in Business
Shop from moms - discounts, special offers,
work from home information and more!

<http://www.iMomNews.com>

***** **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,

Welcome to 2010! A fresh beginning to make all our goals and dreams come true!

The year has started out great for Seymour Products and I hope it has for you as well. Please feel free to email me anytime if you have questions on starting your own successful ebook store or anything else about our site, products or services.

The New Year is a Time to Dream and Reflect on the Past Year

<http://www.redding.com/news/2010/jan/05/new-year-is-time-to-dream-and-reflect-on-the/>

In the News

8 Predictions for SEO in 2010

<http://www.seomoz.org/blog/8-predictions-for-seo-in-2010>

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

Getting Into Scholarships

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2161

Building Your Own Greenhouse

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2162

Guide to Caring for the Elderly

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2163

Disneyland Vacations

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2164

Feedback Generator

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2165

The A to Z About RSS

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2166

Chess and Checkers

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2167

Keys to Affiliate Profits

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2168

The Beginner's Guide to Birdwatching

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2169

Opt-In List Building for Beginners

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2170

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

Welcome to 2010 Special!

Get 20 ebooks for the price of 10!

Buy any 10 ebooks and get 20! Just browse the store, order any 10 ebooks and then send me the exact titles of the 10 you would like for free!

terri@seymourproducts.com Thank you!

This special is valid through January 8, 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 **Karlyn Camenga** for being the winner of last week's trivia challenge! Good luck to everyone this week!

Last week's Q: *Name two famous people who were born on January 1.*

Last week's A: *There were several answers but the two winning answers were John Edgar Hoover and Barry Goldwater!*

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 1750 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 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:

Visualize and Attract

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

Free Marketing Tools & Software

<http://www.startupinternetmarketing.com/pagelinks/tools.html>

Submit Your Articles

<http://www.web-rankers.com/>

Free Twitter Webinar

<http://www.web30girl.com/essential-twitter-guide/>

You can follow Seymour Products here:

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

Free Download: AVS Video Converter

Quick Media Converter is a powerful and completely free video and audio Universal Multi Formats conversion application.

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

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip

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Make Your Site Easy to Understand

You do not have to fill your site with big, hard to understand words to make it look professional. Use straight, honest and easy to understand words.

People are more likely to trust a site that is easy to follow.

Also, make sure you have a lot of white space. Do not make your paragraphs too long. Make it as easy as possible for people to read and understand your site content!

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Feature Ad
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DeSiGn by Karlyn - <http://karlyns.com>
Need a new banner, button, logo or website header?
Special offer for you: Just \$30 per Design! Click here:
<http://www.karlyns.com/special-offer-design/>

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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 do love your website and store. It is very easy reading for me and your explanations are so well written, that even I can understand them. Thank you. * Toni*

*Wow! That's a super speed response! You should be known as Bionic Woman! * Rowland*

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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

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Feature Article
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9 New Marketing Ideas for the New Year

by Ellen Parlapiano and Pat Cobe

The beginning of the new year is a great time to try a few new marketing strategies that can energize your home biz for the months ahead. Here are some low- and no-cost suggestions for where to start.

- 1. Update your image with a new business card.** To save money, you can easily create these on the computer by purchasing the card stock at Staples or Office Max and printing them on your printer.
- 2. Send out your new business card to potential clients or customers.** On the back, hand-write a note offering a free consultation or sample product to get them acquainted with your business.
- 3. Hold a weekly drawing on your Website.** When visitors opt in, they're assigned a virtual raffle ticket. You pick a ticket each week, and the winner gets a free magnet, mouse pad, Frisbee or other promotional product printed with your business name.
- 4. Refresh your Website by adding a special area for first-time visitors.** When they click on the button, offer these first-timers a discount on your service or product. Make sure to ask them to register so you can add their names to the database.
- 5. Set up a birthday database for your clients.** Don't know their birthdays? Then send out an email or post card requesting the dates. On the designated day, send a personalized electronic or traditional birthday card or small gift.

6. Reward return business. The first time a client or customer comes back with more business for you, offer a five percent discount; the second time, a 10 percent discount. Be sure to promote your discounting program up front.

7. Join forces with other work-from-home moms, online with complementary businesses in the form of a Web ring that links your Websites or creates a "team Website." Offline, think about sharing a booth at a trade show or community fair, cohosting a community benefit, creating a joint mailing or catalog, or cosponsoring a home business workshop.

8. Sponsor a sports team. Basketball and hockey seasons are here now, and Little League is just around the corner. Sponsoring a youth recreation team usually entails supplying the uniforms and having your business name emblazoned across the back -- giving you free publicity at minimal cost.

9. Turn donations into profits. Next time you're tapped to donate your products or services to a community, church or PTA fundraiser, donate a thousand dollars worth of discount tickets instead. The person who purchases or wins these tickets can then turn them in to buy your products or services at a discount. You, in turn, can offer to donate 10 percent of your profits to the organization. When you present the donation check, publicize it! You can even go as far as to create a giant cardboard check and hand it over game-show style, alerting the local newspaper to the photo op!

Ellen H. Parlapiano and Patricia Cobe, leading authorities on women-owned businesses, have offered financial advice on shows like *Oprah* and *Good Morning America*, and have appeared in numerous magazines. They're the authors of *Mompreneurs: A Mother's Practical Step-by-Step Guide to Work-at-Home Success* and *Mompreneurs Online*.

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: Operation Homefront provides emergency and morale assistance for our troops, the families they leave behind and for wounded warriors when they return home. <http://www.operationhomefront.net/>

Quote of the Day: *Just remember, there's a right way and a wrong way to do everything and the wrong way is to keep trying to make everybody else do it the right way. * Colonel Potter of M*A*S*H*

Fun Free Download: Highway Pursuit v1.1

Highway Pursuit is a modern game taking its inspiration from a number of classic arcade games. It's an action-packed 3d blast along roads filled with enemy agents -- but also with innocent civilians that you should protect at all costs. http://www.adamdawes.com/windows/win_hpursuit.html

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! Just to make it more fun, if you do get it right, you will get a free ebook from our store for being so smart! ;-)
terri@seymourproducts.com?subject=quote

"Husbands should be like Kleenex: soft strong and disposable."

This week's riddle: Going Home

Joe wants to go home, but he cannot because a man wearing a mask is waiting for him. The masked man does not want to harm Joe. Home is not Joe's house. What is the problem?

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

According to superstition, what does thunder right after a funeral mean?
terri@seymourproducts.com?subject=answer

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Answer to Riddle: They are playing baseball. Joe is on third and the masked man is the catcher!