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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>

Whether you are a sales professional or the proud owner of an Internet or brick-and-mortar business, our 'traveling billboards' deliver your message to thousands of motorists and pedestrians every day. **I.D. IT! Plates** work hard for you in downtown traffic, on a crowded freeway or even while you're parked at the mall.

<http://www.iditplates.net/new/4413/index.html>

***** 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,

Welcome 2009!

With each passing year, we realize how precious our time is on this earth and we learn to take nothing for granted.

Wake up each day with a positive attitude. Be thankful for what you have and don't dwell on what you don't have! Your attitude can make all the difference in your life. You can be happy and fulfilled if you choose to be.

A simple quote that really says it all is: Live, love, laugh!

Do these three things and you are sure to be happy!

<http://ezinearticles.com/?How-to-Keep-a-Positive-Attitude&id=385199>
http://www.ehow.com/how_2082781_keep-positive-attitude.html

In the News

2008 Top SEO Blogs

<http://www.toprankblog.com/2008/12/2008-top-seo-blogs-by-rss-subscribers/>

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

10 Critical Mistakes to Avoid at Your Job Interview (jobs/career)

Low-Ticket Profits (online/home business)

Woodworking 101 (crafts/hobbies)

Staying Young (beauty/fashion)

Yahoo Answers Traffic Guide (int. marketing)

HTML Mini Course (web design)

Cash for Content (online/home business)

The Adventures of Pinocchio (classics)

Adrift in the Wilds (western/adventure)

Twitter Traffic Magic (internet marketing)

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

****Weekly Subscriber Special****

How Was Your 2008? Special!

Let me know one of the highlights of your 2008 and you will get Five Free ebooks with each five your order! Send your answer to

terri@seymourproducts.com?subject=2008 then go shopping and order as many sets of five ebooks as you like and then send me the five titles for each set that you would like for free!

Great opportunity to build your stock or fill your store.

This special is valid from January 6 through January 9.

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 being this week's trivia challenge winner! Good luck to everyone this week!

Last week's Q: Why do the Chinese burn fire-crackers on New Year's?
Last Week's A: To chase away evil spirits and/or beasts.

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 1421 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:

Your Forces and How to Use Them!

<http://www.seymourproducts.com/ebooks-resell/dl/use4.zip>

Need to learn HTML and CSS? This site can probably help!

<http://www.w3schools.com>

Smart Web Gadgets makes useful gadgets and other website applications that are easy to use and install on your site. We love making gadgets that other webmasters love to use.

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

This site is full of handy little gadgets for your site!

SiteReportCard provides free website analysis, optimization and promotion reports. Our tools offer valuable information to help improve your web pages and increase your search engine ranking.

<http://sitereportcard.com/>

Free Download: The Sage's English Dictionary and Thesaurus

A complete dictionary and multifaceted thesaurus of the English language.

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

Write Better Ads - Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip

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Do you publish a business ezine/newsletter? Add a little fun for your subscribers.

Offer a weekly joke, riddle, or fun contest.

For example:

Find the five misspelled words.

Be the first one to find and unscramble the scrambled word.

Be the third person to send in the correct answer to a trivia challenge.

(sound familiar) ;-)

Offer free products, coupons, rebates as prizes! People will appreciate all these little extra things you do for them!

You also want to provide original content for your subscribers. Write your own articles or have a section where your subscribers can ask questions and get answers. Write a weekly editorial on any appropriate subject. Give your readers something they cannot get anywhere else! There are thousands of ezines available. Make yours stand out!

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Feature Ad

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Free Download - eBay Workshop Collection

From Hobby to Home Business

How to Compete in a Crowded Market

Understanding the Basics to Importing.....and much more!

http://www.worldwidebrands.com/wwb/kh_freebookWorkshops.asp?kbid

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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!

Who was a mail sorter for Canada's postal service before becoming a famous comedic actor? terri@seymourproducts.com?subject=answer

*First of all, your website is one of my favorites! I love the prices and the ebooks are great. I browse through your store and buy the ebook I wanted to read at that time :) * Giselle*

*I am seriously thinking about purchasing your ebook store. My question is can I also put ecourses, and ezines on it? * Terri*

Once you purchase your store you can do anything you like with it. It is your store and your business. I have no control over what you do with it! You make it a success however you want to!

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Feature Article

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Web Video - Is Video Advertising Expensive For Your Business, or Well Worth It? By Sam Stevens

If you are already advertising on the internet, you know the costs of having banners or pop up ads. Video advertising is not that much more and is twice as effective. If you do not believe this check it out. You can try this for a month and see if you get more stats on the video ads or the banner ads. Most advertising engines agree that their customers get many more views on their video advertising than plain text or even photo advertising.

Cost will depend on how you wish to use the video to market your business. If for example you simply want to use a video on your website, it will not cost anything, besides the uploading of the video into the website. If you want a more professional looking video for your website, there are plenty of companies out there that provide this service for much less than text advertising. You can have a slick ad or you can have one that is home made. Sometimes, the home made videos tend to stand out more.

It will cost you slightly more to have your videos featured on other websites where you advertise. More than a banner ad or a line ad. But again, how much is your business worth to you? If you want to see how effective this medium is, test it out.

If you have a small business and want to advertise for free, there are plenty of places on the internet where you can post your videos. They will also give you stats on how many people have viewed your video. On some websites, the videos are rated.

There are many professional companies that can help you out with video advertising. They can offer everything from creating the video, uploading onto the proper websites to even using it in e-mails to your clients. Many businesses keep a data base of their clients. If they don't, they should. From time to time, they have sales or promotions and wish to contact their clients by e-mail. E-mail is very inexpensive. Actually, it is free. You can either hire a professional to e-mail your clients your advertising video or do it yourself to save even more money.

Writers are gaining publicity for themselves by using videos on writing websites. They upload a video of themselves and talk about their work. This is an excellent way to get people to read your work, particularly if you are on a site that pays you for page views. You can do this in an interview format, or simply have someone film you talking about yourself. This is free.

You can also promote yourself or your business on YouTube for free. Or MySpace. Camcorders have come down significantly in price. Many are around \$100 or even cheaper. Each year the price goes down and the quality goes up. They are easy to use and the contents can be uploaded to your computer with ease. Then all you have to do is decide where you want to "advertise." If you are advertising a small business, your art, or even a political cause, you can put it on a site that offers free video uploading. When you compare the cost of video advertising on the internet to an actual commercial on television, you are talking apples and oranges. Video advertising is much cheaper and even small businesses can afford a professional agency that can take care of this for them.

How many of you get e-mails from businesses with which you have previously had a relationship? Most of you do, I would suspect. Even if you clicked on their ad by some mistake, they will contact you via e-mail. As said previously in this chapter, e-mail is free.

Now imagine that you get an advertisement from a business that has a very funny video attached to it? You will be entertained and not forget about that business. It may even prompt you to take a look at their sale or new promotion.

I saw one of the most effective and clever uses of advertising on the web recently. I was taking a look at shower filters. Instead of just a website, like most of them, that featured shower filters and explained the advantages of having one of these gadgets, this one had a scene from the movie "Psycho." Yes, the shower scene. The caption was "Remember when the only thing you had to fear about the shower was..." and then it stopped. We saw the familiar scene of Janet Leigh in the shower and "Mother" coming through the door with the knife. It was clever, entertaining and certainly caught my attention. In fact, this was the company that I decided to purchase the shower filter from.

How much did this ad cost them? A little more than a regular video ad. The film "Psycho" is not in the public domain so they had to pay synchronization rights to the producer to use this on their website. But synchronization rights on film even for the internet are based upon seconds. They did not have to pay for the rights for the entire film, just a brief portion of the shower scene.

If you have a clever imagination, you can film your own video that will attract attention to your project in the way that this shower filter company did. You can purchase synchronization rights from film producers if you want, or you can simply make up your own video. Also, be aware that many films made prior to 1962 lie within the public domain. This means that they are free to use. Clips can be obtained from all over the internet, or can be downloaded from your television or DVD player. You must make sure that the film is in the public domain, however. The way to do this is to check with the United States Copyright Office. There is also much information about which films lie within the public domain on the internet.

No, it is not expensive to advertise using video on the internet, particularly if you are advertising on your own website or e-mailing your customers video

advertisements. Just make sure that the advertisements are not too long or it may bore the customer, no matter how entertaining it may be. You do not want to go more than 30 seconds.

If you decide to use an internet advertising agency, they can keep track of the amount of customers who view your video and make sure that they are placed in the proper venues.

The cost is not that much more than banner ads and may be well worth it. Banner ads are sometimes clicked on by accident, giving false stats. A video ad, however, can be managed where the person has to click on to the "play" button to view it. Once they begin viewing, chances are that they will continue to do so. Either way, at least you will have an honest count of viewers when it comes time to pay Google or whoever you are using for your internet advertising. In a way, the difference in the quality of the views more than makes up for the price difference in advertising.

About the Author: Sam Stevens has designed and managed web sites for over 10 years. Get noticed today and learn how to [add video to web pages](#) when you check out www.WebVideoUncovered.com. Get the info and tools you need to make killer marketing videos and learn where to publish them to increase traffic and profits from your site. Expand your online marketing effort and skills - visit www.NetwaveMarketing.com today!

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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The secret to seeing through sales people

The sales process can be boiled down to 3 steps:

- 1) Here's what I got
- 2) Here's what it will do for you
- 3) Here's what to do next

We've got a great way for you to SAVE and EARN.

<http://savingsparty.com/?id=2>

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This 'n That - A Little Bit of Everything!

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52 Ways to Change the World

Each episode of this podcast features a quick and easy way to make a difference and change the world! From bowling to birthday parties to just searching the web, charity and community service can become a fun, easy, and rewarding part of your everyday life! Listen for a few minutes every week and help make the world a better place! <http://julie.libsyn.com/>

Happiness is an attitude. We either make ourselves miserable, or happy and strong. The amount of work is the same. * Francesca Reigler

If you don't like something change it; if you can't change it, change the way you think about it. * Mary Engelbreit

MedHelp! Founded in 1994 out of a shared need for better medical information and support, MedHelp is the pioneer in online health communities. The MedHelp site connects people with the leading medical experts and others who have similar experiences. <http://www.medhelp.org/>

This week's riddle: Guess the Quote

Here is a quotation with all the spaces and vowels removed. What is the quotation?

MNCNNTBTCRFLNTHCHCFHSNMS

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:

A man cannot be too careful in the choice of his enemies. * Oscar Wilde