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Business Marketing Bulletin
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Top Sponsor Ads
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You have your own business. It's great, right? Doing what you've always wanted and on your own terms. Only you are so bogged down in paperwork, you have no time to do anything else. You need an assistant but your office is in your home. That's where the Typing Bug comes in. I handle your paperwork virtually from my home so you have time to work more from your home. Email me today for a free consultation.

Deneen Wilson - Typing Bug Virtual Assistant Services
deneen@typingbug.com - www.typingbug.com - 229/378-0521

AirFilterbuy.com - If you use air filters for your heat and air conditioning system, take a look at this web site. The prices are truly wholesale and shipping is FREE.

***** **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,

It is a beautiful morning today as I look out the window and see the pretty white covering on the trees and the ground! It is pretty but thankfully it is not yet here to stay! ;-)

Halloween is closing in on us and for those of you who go all out for Halloween, here are some money-saving tips and tricks:

<http://homeparents.about.com/cs/halloween/a/moneyhallo.htm>
<http://www.articlesbase.com/shopping-articles/useful-money-saving-tips-for-halloween-shopping-1261468.html>

Hopefully by next week I will have the education/homeschool niche package finished and in the store. Anytime you are interested in a certain category, just let me know and we can work out a good deal!

Solo Mailing Opportunity!

The person who had purchased a solo ad for today did not send in their ad so if anyone would like to purchase this spot within the next 30 minutes, you can have it for just \$5.00. Just login to your Paypal account and send payment to terri@seymourproducts.com Thank you!

In the News

Wake Up! - The FTC is Screwing with Bloggers

<http://blog.searchenginewatch.com/091010-191200>

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

Pencil Drawing – A Beginner’s Guide MRR (art)

Halloween – Creative New Ideas MRR (holiday)

Debt Crisis PLR (money/finances)

Bags are Packed – The Traveler’s eBook MRR (travel)

Soccer – Be a Star on the Field PLR (sports)

Building the Perfect Sales Funnel MRR (business)

How to Write and Publish Your Own Book PLR (ebook reselling/creating)

Instant Audio Creator MRR (software/scripts)

Wizard’s Brainwaves – 999 Great Business Ideas MRR (business)

Overcome Shyness 101 PLR (self-help)

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

****Weekly Subscriber Special****

October Scary Special!

Just answer the question below and get same amount of ebooks you ordered for free (any order of 5 or more). Order 10, get 10 free; order 25, get 25 free, etc!

Which movie monster/creature/killer do you think is the scariest??

terri@seymourproducts.com?subject=scary

I have several favorites including zombies, werewolves, and human-eating animals (like crocs) but I guess the werewolves are the scariest! ;-)

This special is valid from October 13 through October 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 **Michael Cushman** for being last week's winner! Good luck to everyone this week!

Last week's Q: *Why are orange and black the traditional Halloween colors?*
Last week's A: *Orange signifies the autumn harvest and black is death and darkness!*

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 1705 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:
Hair Loss Prevention
<http://www.seymourproducts.com/ebooks-resell/dl/H-loss-P.zip>

List of Top 50 Article Directories

<http://www.vretoolbar.com/articles/directories.php>

Free Web Directory

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

A Revolutionary Ezine Ad Submission Network That Allows You To Place Guaranteed Hundreds of Targeted Ezine Ads (I have not tried it but will be looking into it) <http://www.essentialteam.com/>

Free Download: Legal Form Builder 1.0

Legal Form Builder provides over 10,000 fill in the blank legal forms. For home or business you will find the form you need guaranteed! From Credit Repair to Wills, it's included!

<http://lawyerattorneyadviser.com/index.html>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip

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Make a PDF catalog of your products and services and pass the link around as much as possible. Put the link in your email sig, put it on your business

card, etc. You could contact other website owners (not competing) and see if they want to add their products/services and they can pass out the link as well. Get several website owners to join in and your products and services could be viewed by thousands more.

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Feature Ad
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We offer thousands of products at below wholesale prices.

Click on the link below for details.

<http://www.dropship-business.com/index.html?aid=273583>

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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!

*Terri I would like to you to know that I look forward to your bulletin every Tuesday. I love the content, and playing the trivia games. Your bulletin is packed with fabulous websites, and information that I use in my own business. I think everyone needs to sign up for your bulletin, it is, in my opinion, the best newsletter on the net today! * Sincerely, Leigh Anne*

*You offer a wonderful service. Well done! I am very excited to have found something which I can now use on my website. * Irene*

What does it mean if you see a spider on Halloween?

terri@seymourproducts.com?subject=answer

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Feature Article
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21 Offline Marketing Ideas for Your Online Business

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A lot of us work hard to promote our online business but one thing we might forget is that we can get a lot of traffic by promoting offline as well.

Following is a list of ideas you can use to promote your online business, offline.

1. Brochures – Brochures are a great marketing tool because you can provide a lot of information about you and your business. Contact your local Chamber of Commerce and other businesses to see if you can put out your brochures.

2. Newspaper Ads – Run classified ads in some local or not so local newspapers.

Remember these points when writing your ads:

You must get the reader's attention.

Once you get their attention, you must keep them interested.

Turn their interest in desire for your products.

Give them a call to action!

3. Radio Ads – Check with popular radio stations to see what they charge for a short ad and make the ad pop as much as possible.

4. Promotional Items – Have your url printed on caps, t-shirts, sweatshirts, etc. and give them to as many people as you can to wear. This can be very effective in getting your business known.

5. Postcards – Postcards are very cost effective and versatile. You can announce new items, offer special deals, promote a special business event or announce your website and what types of products/services you offer.

6. Offline Networking – Join your local Chamber of Commerce. Get involved in business clubs and groups and talk about your business whenever possible.

7. Car Signs – These are great products because they allow you to advertise your business wherever you go – family outings, running errands, visiting family, etc!

8. Business Cards – Design your business card wisely. They are no longer just for listing your name and address! Have your business card double as a coupon or gift certificate. Hand them out whenever the opportunity becomes available.

9. Flyers – Distributing flyers is a very affordable way to market your online business. Be sure to specify what service/product you offer and use incentives to get people to ACT NOW. You can also encourage people to pass the word if your products/services can help anyone they know. Parades and other public events are great opportunities for handing out your flyers.

10. TV Ads – TV ads are a bit more expensive but if you have the budget it would definitely be worth looking into.

11. Coupons – Print out coupons and hand them out wherever and whenever you can. Offer special deals, sales discounts, etc. This can lead to many sales and a larger customer base.
12. Freebies and Samples – People love getting things for free. Offer small items as free samples. You have seen grocery stores do this many times. Give a free sample of a good product and you will get more sales!
13. Letterheads – Have your business name and url on everything that gets mailed out of your office/home. You never know who will be reading it and if they might take an interest in your products/services/opportunity.
14. Catalogs – If possible, have catalogs made and distribute them as much as possible. Use direct mail as well, if you can. Offer x amount of dollars off their first order or a free gift with first order.
15. The Yellow Pages – Get listed in the Yellow Pages so more people can find out who you are and what you offer!
16. Billboards/Signs – We all notice billboards and signs and they can be very effective in increasing your business.
17. Job Fairs – If you offer a good business opportunity, make it known by participating in job fairs and career days.
18. Print Magazines – Purchase advertising or try submitting articles to various print magazines. Getting an article published can do a lot for your online business.
19. Greeting Cards – Send personal greeting cards or even thank you notes to all your customers as well as people who expressed an interest in what you offer. This is guaranteed to make a lasting impression!
20. Gift Certificates – Print out gift certificates and distribute them as much as possible. Put them in mailings both personal and business. Work with other businesses to distribute each other's certificates (complementary not competing businesses).
21. Community Involvement – Getting involved in your community events and activities can be one of the most effective ways to get your business noticed. Volunteer for school activities, work for charities, attend social functions, etc.

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

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Let's Have Some Fun!
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Site of the Day: ReallyWorried is a place to seek or share help and advice on just about any worrying topic. It works on the simple notion that whatever people worry about, there are others out there who will have experienced similar problems themselves. ReallyWorried provides an opportunity for people who have been there before to offer their advice to those who find themselves in the same boat. <http://www.reallyworried.com/>

Quote of the Day: One of the most tragic things I know about human nature is that all of us tend to put off living. We are all dreaming of some magical rose garden over the horizon instead of enjoying the roses that are blooming outside our windows today. *Dale Carnegie

Fun Free Download: UltraStar 0.6.2
UltraStar is a free and open source karaoke game inspired by the Singstar™ game available on the Playstation®.
<http://www.ultrastar.pl/index.php?module=Pages&func=display&pageid=1>

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

You either die a hero or you live long enough to see yourself become the villain.

This week's riddle: Romeo and Juliet

Romeo and Juliet are found dead on the floor in a bedroom. When they were discovered, there were pieces of glass and some water on the floor. The only furniture in the room is a shelf and a bed. The house is in a remote location, away from everything except for the nearby railway track. What caused the death of Romeo and Juliet?

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

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Answer to Riddle: Romeo and Juliet are fish. The rumble of the train knocked the tank off the shelf. :)