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Business Marketing Bulletin
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Top Sponsor Ads
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Lynn Terry is one of the most open and giving internet marketers around. Ask a question you will be sure to get a helpful answer. What's better yet? She offers a FREE forum and FREE weekly webinars...all you have to do is arrive, learn and ask questions. You can even get site reviews.

If you are serious about growing your business you MUST check this out. Read all about it at www.theinternetmarketingtribe.com. Sign up for the free webinar information by clicking on the Live Webinars tab.

This ad slot is now open. Order now to get immediate placement.
<http://www.seymourproducts.com/newsletter/advertise.shtml>

Several money-saving options available!

***** **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 time to add another niche package to the store so if anyone has any requests, just let me know. terri@seymourproducts.com?subject=niche

If no requests come in, the next package will be a Money/Finances store package.

I hope everyone had a fun Halloween with a lot of treats and safe tricks! Now we start preparing for Thanksgiving! This time of the year is quite hectic. How about some stress relieving tips and ideas:

http://www.essortment.com/all/stressholidayt_rkpq.htm

http://stress.about.com/od/tensiontamers/a/25_relievers.htm

In the News

Mozilla Releases First Beta of Firefox 3.6

http://news.cnet.com/8301-30685_3-10387797-264.html

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

Build Your Dream House PLR (home/family)

Outsourcing Secrets MRR (business)

How to Quit Smoking PLR (health)

Winterizing Your Home PLR (home/family)

Squirrels and Other Fur-Bearers MRR (animals/nature)

Keeping Ducks PLR (pets)

Squeeze Pages for Newbies PLR (internet marketing)

Cook Fish Like a Chef PLR (food/drink)

Organization 101 PLR (self-help)

The Ascent of Denali MRR (adventure)

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

****Weekly Subscriber Special****

Anniversary Sale

This Thursday is my 27th wedding anniversary so I would like to offer a special anniversary special. ;-)

Choose any 27 ebooks you want for just \$10.00! Just Paypal payment to me at terri@seymourproducts.com and send me the exact titles of the 27 ebooks you would like and I will send you the links!

This special is valid from November 3 – November 6.

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 **Krista Clyburn** for being last week's winner! Good luck to everyone this week!

Last week's Q: *What is the most popular candy bar for trick-or-treaters?*

Last week's A: *Snickers*

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 1716 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:

Your Forces and How to Use Them

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

Free Marketing Guide

[http://www.bizwaremagic.com/Free Marketing eCourse.htm](http://www.bizwaremagic.com/Free_Marketing_eCourse.htm)

Find ezines, ezine trades, ezine advertising, articles, tips and advice about e-zines here at the Ezine Directory! <http://www.go-ezines.com/>

A list of sites that offer plugboards

<http://www.freewebs.com/sunflowersstation/plugorama.htm>

Free Download: Expenses Manager

The Expenses Manager makes it easy to analyze home expenses and find savings in home budget. The program has ability to create your own set of product categories arranged in a tree structure and perform detailed analysis of a specified branch of products from a specified time range.

<http://expenses.szwejda.com/en/>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip
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Test, Test, and More Tests

You need to test your site to see what brings in more sales for your business. The Google Website Optimizer can help you do that!

Top 50 Google Website Optimizer Tips on What to Test

<http://www.blastam.com/blog/index.php/2009/03/top-50-google-website-optimizer-tips-on-what-to-test/>

[Get the Google Optimizer here.](#)

Google's free website testing and optimization tool, allows you to increase the value of your existing websites and traffic without spending a cent.

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Feature Ad
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www.wecookwithdaddy.com is releasing a brand new cookbook!
Lots of no-bake recipes just for kids!
Advertise your business for only \$5.00 through Nov. 6.
Pre-order for Xmas.
Contact Carolyn
CDIBLASI@NC.RR.COM

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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 am very impressed with your website. It is so hard to find a legitimate website these days. I have been tricked into spending a lot of money on worthless websites that only care about getting your money at any expense. Your website is truly a breath of fresh air. * Sandra*

*My life is always changed every time I buy from Seymour Products. I am so lucky to have found this ebook store. Thank you Terri :-)
* Masato*

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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://ezine.duckerpromotion.com>

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

In which U.S. city do people have the greatest risk of being robbed?
terri@seymourproducts.com?subject=answer

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Feature Article
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Generate Leads – How to Write a Compelling Special Report with Ease by Bonita L. Richter

Writing a special report, or “white paper,” as it’s commonly called, is a fantastic strategy for creating leads for your business.

A simple ten to twenty page document that people can request from your website will create a strong desire for people wanting to do business with you. Writing a special report isn’t complicated. In fact, even if you don’t like writing, you can easily and quickly write a report by following these seven tips.

1. State the “Big Problem.”

You’ll get your reader’s attention if you jump right into what their “point of pain” or problem is they’re experiencing. Demonstrate through writing that you:

- Understand the core problem they’re facing
- Care they are having this problem
- Understand how frustrating having this problem is for them

2. What is the cost of this problem?

People respond faster to alleviating problems and pain, than they do to the potential for gain. So, it is imperative in your special report you specifically communicate what this problem is costing them. Perhaps it is they are losing out on money they could be using to fund a desired lifestyle, to live debt-free, pay for their children’s’ college education, etc. Quantify this cost, if you can!

3. Talk about the general solution.

First, start out by giving a “big picture” solution to solving the problem, such as hiring a coach to accelerate achievement of desired results, or implementing a solid, results-oriented marketing strategy.

Second, talk about how people have tried other solutions, have failed, and why. Examples of reasons why could be “programs are too complicated to understand or are incomplete” or “includes too much technical jargon.” Providing the solution in this format sets you up as THE solution to the problem!

4. State your specific solution.

Lay out your method or system to the reader. This section should be a minimum 50% of your entire special report, and is where you briefly communicate your process for solving the problem. Perhaps you have a seven-step marketing system, or a five-step method for attracting the perfect mate.

It is important in this section to tell your reader what you do—but, not how to do it! The “how” is what you want them to pay you for (solving the problem). However, give the reader some tips and strategies they can use to start solving their problem. This helps build a relationship, and their “like and trust” factor with you.

5. Prove your solution works.

Share the results of your solution by sharing case studies of actual clients you’ve worked with previously. A great formula to use to tell a case study is the P.A.R method – Problem, Action, and Result, and works like this:

1. State the Problem a client had before they worked with you
2. Show the Action your client took, and how the problem was solved.
3. Tell the Results the client experienced; quantify results, if you can.

6. State your credibility.

What are your credentials? What is your success story? How did you discover the system or methodology you use? You can include this information in a one-page biography to establish your authority and expertise on the subject.

7. Tell the reader what to do next.

By now, your reader should be aching to work with you, and excited to take the next step. Point the reader in the right direction, and clearly, specifically spell out a call to action. Give them an irresistible offer they can’t refuse, and a time limit for them to take advantage of the offer.

One final tip...make your special report conversational. As you are writing, think about a specific person you would be writing this to, like a friend or person you know. The purpose of your special report is to build a relationship between you, and your lead. This builds their “know, trust, and like” factor with you. Moving them closer to doing business with you!

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: A healthy diet and lifestyle are the best weapons you have to fight cardiovascular disease. Making heart-healthy dishes--from appetizers to desserts--that you and your whole family will love is much easier than you might think.
<http://www.americanheart.org/deliciousdecisions/jsp/home/home.jsp? requestid=5474421>

Quote of the Day: *You have to accept whatever comes and the only important thing is that you meet it with the best you have to give.*
* Eleanor Roosevelt

Fun Free Download: ShotOnline

Arguably more than any other sport, golf requires focus and mental stamina, and so does Shot-Online, which is a reproduction of the full experience and game of golf in full, rich 3D graphics.

<http://shotonline.gamescampus.com/>

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

"Ray, if someone asks if you are a god, you say YES!!!"

This week's riddle: What Am I?

My first is in water and also in tea. My second is in fish but not in the sea. My third is in mountains but not underground. My last is in strike but never in pound. My whole crushes mountains, rivers, even civilizations. And all that live, fear my arrival.

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 four letter word, first letter is in water and tea. Second is in fish, but not sea. Third is in mountain, but not underground. The last letter is in strike, but not pound. Figure it out yet?

The answer is TIME