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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

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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,

Hope everyone had a wonderful Thanksgiving! Two more holidays to get through and then life can return to a state of normalcy! ;-)

Things have been pretty hectic here so I am a little late in getting the next niche kit finished but I am trying..... It is not too late to send in your requests terri@seymourproducts.com?subject=kit

Here is some interesting info on getting through the holidays
http://bipolar.about.com/od/support/a/holiday_coping.htm

Take care everyone! It is a rough time of year for a lot of us.....

In the News

The New FTC Guidelines and What They Mean to You

<http://www.blogger.com/new-ftc-guidelines-and-what-they-mean-you>

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

The Royal Book of Oz MRR

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2110

His Last Week MRR

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2111

The Art of Lecturing MRR

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2112

David Copperfield MRR

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2113

How to Sing MRR

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2114

Your Business and Mobile Computing PLR

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2115

Socializing for Profit PLR

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2116

The Higher Powers of Mind and Spirit MRR

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2117

The Hands Free Software Developer MRR

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2118

The Rank Generator PLR

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2119

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

Blast into Winter Special!

Answer the question below and get one free ebook with every ebook you buy (on orders of five or more only).

What do you like about winter?

Send your answer to terri@seymourproducts.com?subject=winter along with the exact titles of your free ebook choices.

This is a One Day Only Special. You must order today, December 1, to take advantage of this Special!

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

Last week's Q: *What were the first artificial Christmas trees made from?*

Last week's A: *Goose Feathers*

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 1735 subscribers.

NOTE: I would like to remind you to please check out as best you can, any offers you might be interested in. I do not personally recommend all my advertisers programs/services and do not endorse them. They are simply advertising in the Bulletin so please use caution with all offers! I try not to allow those "programs" that are obviously money-making schemes but I cannot guarantee any of my advertisers offers. If something sounds too good to be true, it probably is! ;-)

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:

Natural Remedies PLR Article Pack

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

Banner and Button Exchange

<http://www.mothersworkathome.com/businesswap.htm>

Increase Sales by Changing Your Headline

<http://www.freelance-copy-writing.com/Headlines-That-Sell.html>

How to Market Your Business with Facebook (NY Times)

http://www.nytimes.com/2009/11/12/business/smallbusiness/12guide.html?_r=1&em

Free Download: Invoice Expert XE

Invoice Expert is the perfect software package to meet the billing / invoice needs of your business. Whether you specialize in professional services, running a retail store, invoicing customers for repair work, or running an Internet business, Invoice Expert can simplify your invoicing and billing needs saving you precious time and money. Invoice Expert was designed to be simple and easy to use, so simple that within 5 minutes of installing and using Invoice Expert you will be able to print or email your first invoice. <http://www.invoiceexpert.com/default.aspx>

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

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eCommerce Marketing Tip
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Don't Forget the Follow-Up

Always follow-up with your customers. This can keep them coming back time and time again!

Email them to ask them if they are satisfied with the product/service they purchased from you.

Let them know they can contact you anytime if they need something.

Send them cards on the holidays, birthdays, etc.

Offer them a special "Customers Only" deal on other products or services you offer!

Doing little things like this will make a big difference when it comes to building your business and reputation!

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Feature Ad
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A Unique Business Resource and Opportunity Center.
You can use all the tools and resources you get
To promote any opportunity you choose.

What are you waiting for? Join Today
<http://www.isoregister.com/GA/dsweat.html>

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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 can't think of a better place to buy my inventory. I love the way you run your business and your freebies which bring in customers and all the things you do to be successful, I want to have a biz like that. Thank you for being there for me, I know that I'll be emailing you quite a bit before and after setting up the ebook biz for your guidance since you are the go to "Ebook Lady". * Leigh Anne*

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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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Ten Ways to Use PHP on Your Site

By Chuck Matthews

PHP is a programming language that allows your website to go beyond a basic HTML document, and create an interactive experience. Open source means that the source code is available to someone with proper access to the site, so that they can easily make changes. When the Internet was first getting started, most of the pages on websites were basic HTML documents. Meaning that when you visited a page (about.html, for example), you downloaded all of the content of the page into your browser.

How Do I Know if I have a PHP Site?

If you are visiting a site, and you see that the page name ends with .html, this means that the page is most likely a plain old HTML page. If the page name ends in .php, then you the site is a php based site. Other dynamic programming languages include .jsp (Java Server Pages) or .asp (.NET or Active Server Pages). Occasionally you'll see sites that end in .html that have dynamic code embedded in them, but this requires some tricks to accomplish on the server.

We have several sites that use static HTML pages and have great results. There are some pages that have dynamic content, but most of the pages are built in straight HTML. It's great for search engine optimization, as some of those pages have been active for years. However, as the number of pages grow, it becomes increasingly difficult to update menu or navigation items, because it means you have to open each page, one at a time, and modify the contents.

Advantages of using PHP

PHP works a little differently. Instead of downloading the entire page (with the navigation, content and everything in one file), php allows you to embed programming code that isn't displayed to the end user. This programming code allows you to tell the page, "Insert the top navigation here." Or, "put the content for the page over there."

PHP allows you to personalize a page, for example, or automatically detect that a user is coming into the site from a mobile device and display a different version of the site that is optimized for their Blackberry or iPhone. PHP keeps most of the code for the site "behind the scenes" so that the page that is displayed to the end user loads quickly and doesn't require the browser to do processing work — the work is handled instead by the server.

PHP Is Ideal For Working With Databases

One of the biggest advantages of a programming language like PHP is that it allows you to easily interact with a database. If you're unfamiliar with databases, think of a database as a souped-up form of an Excel spreadsheet. You have columns (i.e. page name, content, title) and rows. Rows typically would hold information that is organized by column headings.

PHP makes it easy to read information from a database, and then display information onto a web page. So, if you've ever used a site where you type in your zip code to find a store location near you, the system likely is taking your zip code, performing a database query (i.e. find all stores within 10 miles of the 80303 zip code) and display the results so that you can find your way. In order to do this, we have a geolocation database that allows us to tell the approximate distance between two zip codes.

You could do the same thing by building out a series of web pages that has each location. And while this is fine for three or four locations, as the number of locations increases, PHP allows you to automate the process.

Keep Content Organized

One of the ways we've been able to streamline the process of building websites is that we've standardized our process using our PageDirector content management system. There are many, many ways to build websites. Each designer seems to have a slightly different way of putting a site together. We are frequently asked to work on sites that other people have created, and in order to make simple changes to the content or navigation, we often have to dig around in the code to find where things are located. This takes time and isn't very efficient. The PageDirector system, however, keeps all of the content for the site neatly organized in a database table. So that anyone can easily find the content and make changes quickly and easily. One of our clients said to me in an email to me yesterday, "It's really efficient and a simple tool to use PageDirector. It makes my life easier being able to update the website fast."

How Does It Work?

When someone clicks on a link to go to a page, the system pulls the right content from the database, grabs the menu items from another location, and on-the-fly creates the page for a person.

Summary

PHP is a server-based programming language that allows you to create an interactive experience for your site visitors, and keep content and other information organized within a database.

Chuck Matthews – PHP is a programming language that allows your website to go beyond a basic HTML document, and create an interactive experience. PHP is a server-based programming language that allows you to create an interactive experience for your site visitors, and keep content and other information organized within a database. This article explores some of interactive applications that can be developed using PHP applications.

http://www.customerparadigm.com/index/21/Articles_Media.php

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!

*Name the actress who serenaded Johnny Carson at his final broadcast.
Hint: She was born on this day in 1945!*

terri@seymourproducts.com?subject=answer

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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: Official Dr. Sears website offering parenting advice, parenting books, discussion forums, monthly newsletters and more from America's family of pediatricians. www.AskDrSears.com

Quote of the Day: *We have no right to ask when sorrow comes, "Why did this happen to me?" unless we ask the same question for every moment of happiness that comes our way. *Author Unknown*

Fun Free Download: Cave Dudes 1.0

Cave Dudes is all about primitive warfare. You are a caveman on one side of a hill, and you pick up and throw rocks at your enemy on the other side of the hill. Cave Dudes is four games in one. It has a strategy mode and an arcade mode for one or two players. In the strategy mode you choose the power and angle for your throws as you chuck rocks over the hill. In the arcade mode you just pick up and hurl rocks as fast as you can before you get nailed by the other guy. Rocks bad. Cavedudes good. <http://fasteddiessoftware.com/videogames.aspx>

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

"Were these magic grits? Did you get these grits from the same guy who sold Jack his bean stalk beans?"

This week's riddle: Words

What are the only English words with three consecutive repeated letters. For example, sweet-toothed would be one (ee,tt,oo) if it weren't for the hyphen.

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: Bookkeeper and the related forms of the word, such as bookkeeping.