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Business Marketing Bulletin
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Top Sponsor Ads
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Place Your Ad Here for Free

"Discover how a little known, but highly effective strategy lets you attract interested prospects to your website quickly and easily... Using web 'real-estate' you already own!"

<http://www.ThankYouAds.com/?r=28005>

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,

I was finally able to get the Money & Finances \$15.00 Niche Kit into the store. ;-)) I can now offer it to all subscribers for just \$10.00 but just until December 18th. Just Paypal payment to me at terri@seymourproducts.com and I will send you the link. Here are the details of the kit:

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2130

If I do not receive any requests for the next kit, it will be a Romance & Relationship Kit. You can send any requests to terri@seymourproducts.com?subject=kit

In the News

Furor Over Google CEO's Comments On Privacy

<http://searchengineland.com/furor-over-google-ceo-eric-schmidts-comments-on-privacy-31729>

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

Getting Introduced to Oil Painting MRR

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2131

Dreams: Unlock the Power of Your Mind PLR

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2132

Right Click Income PLR

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2133

Membership Cash Profits

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2134

AdSwap MasterClass MRR

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2135

Bigger Blogging Profits MRR

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2136

Video Magic MRR

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2137

Mehndi MRR

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2138

How to Become a Top-Notch Writer MRR

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2139

Spyware: Are You Being Watched? PLR

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2140

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

12 Days of Christmas Special~

Let me know what your favorite gift is from the 12 Days of Christmas and you will get free ebooks with any purchase of 5 or more ebooks from our store. The number of gifts will not coincide with the day of your favorite gift but you will receive a different number of ebooks for each day! ;-)

For example: if your favorite gift is a partridge in a pear tree, that doesn't mean you will get only one free ebook. I will be doing them randomly from 2 free ebooks up to 10 free ebooks. So have some fun shopping and let me know your favorite gift from the 12 Days of Christmas and I will let you know how many free ebooks you get! Merry Christmas!

terri@seymourproducts.com

This special is valid through December 18.

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

Last week's Q: *Other than red and green what are the two most popular colors for Christmas?*

Last week's A: *Silver and Gold*

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 1745 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:

Spirit and Music

<http://www.seymourproducts.com/ebooks-resell/dl/s&m.zip>

Blog Search Site – Submit your blog or find quality blogs to post to.
<http://www.blog-search.com/blog-submission.html>

Free Web Page Analyzer
<http://www.freewebsubmission.com/web-page-analyzer.html>

SEO News Forum
<http://www.seo-news.com/cgi-bin/gforum/gforum.cgi?guest=2032338>

Free Download: Jigs@w Puzzle Promo Creator

Promote your web site, services or products with your own custom jigsaw puzzle. Powerful and ***absolutely free***.

<http://www.tibosoftware.com/jppcreator.htm>

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

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eCommerce Marketing Tip
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Wiki Your Business

Do a write-up for Wikipedia about your business and/or products. Wikipedia rates high with the search engines and it is a great place to get high-powered exposure for your business. <http://ezinearticles.com/?id=1739627>

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Feature Ad
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Unique Christmas Gifts

Give something unique to all on your Christmas list. Send your cards With your or your child's photo on UPS postage. Surprise a loved one with their own magazine cover. Have your child's art work printed on Note Cards. Check out Personalization Mall, all gifts personalized Free! Only 10 days to Christmas. **Shop Now.** <http://www.ezshoppingcorner.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!

Fill in the blank: _____ was the first state to recognize Christmas as an official holiday. This tradition began in 1836.
terri@seymourproducts.com?subject=answer

*Absolutely fantastic and such quick service.....I am REALLY pleased with my new store. * Mike*

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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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How to Find Link Exchange Partner Sites to Improve Your Link Popularity By Michael Wong

In this article I show you how to find link exchange partners to improve your link popularity rating, which in turn will improve your search engine rankings.

Search engine optimization experts agree that link popularity is now considered by most search engines to be one of, if not, the most important factors that determines a site's ranking in the search engines.

If you're not sure what your site's link popularity rating is, then use this [link popularity check](#) tool to check your link popularity rating in the top search engines.

Let's say we have two identical sites. One has thousands of targeted sites linking to it. The other only has a few incoming links. It's virtually guaranteed that the site with thousands of incoming links will rank higher than the other site.

So how do you find reciprocal link partners?

First, you need to work out what type of web sites would link to your site. Here are some examples of sites and the types of sites that would link to them.

Your Site:	Links From:
Pet store	Pet lovers' sites
Site design service	Webmaster sites
Travel site	Local guides

PC store Software/hardware review sites

Music store Music fan sites

As you can see, you're looking for sites that are on the same subject matter, but not necessarily similar.

So now you know what sites to look for, how do you find these sites?

There are basically two methods:

In the following examples, we'll use "pet lovers" sites as the type of sites we're looking for.

1. Find targeted sites in the web directories, such as [Yahoo!](#), [LookSmart](#), or the [Open Directory Project](#).

Go to a directory's home page and search with the keywords, "pet lover." Then click on the category the top listings belong to. The sites listed in these and related categories are the types of sites you need to contact.

If the category has a resources or directories sub-category, then try the sites in those categories first. Resources typically offer links to sites on the same subject.

2. Use the search engines to find sites that link to your competitors' web sites.

Using the search engines is probably a more efficient method of finding reciprocal link partners, than searching the directories.

Go to your favorite search engine, such as [Google](#), and search for any of the following keyword phrases:

"pet directory" - Searches for pet directories.

"pet search engine" - Searches for pet search engines.

"pet lover" links.html - Searches for link pages in pet lover's web sites.

"pet lover" resources.html - Searches for the resource page in a pet lover's Web site.

Don't forget to include the quotation marks to narrow your search.

Also try replacing the ".html" with other file extensions, such as ".htm," ".shtm," ".shtml," ".cfm," and ".php."

Now make a list of the sites. Then create a links or resources page and add links to the sites on that page.

After you've done that, link to that page from your home page. If you have hundreds of links, split the pages into different sub-categories. When you're done, upload the pages to your server.

Now contact each site by informing them that you have linked to their site and request a link in return. Don't forget to be polite and inform them of the benefits of exchanging links.

Some sites, such as web directories, will not require a reciprocal link. So simply submit your link.

The most important tip I can give you with regards to reciprocal linking is to only exchange links with targeted sites. I highly recommend that you don't exchange links with sites that bear no relation with your site. If you link to poor-quality or spam sites, it could affect your search engine rankings.

WARNING

Under no circumstances should you link to, or add links from, link farms. Link farms are considered as spam sites in the eyes of the search engines.

If you want to save time and effort, you could use a reciprocal link management tool, such as [Arelis](#). It will help you find and contact link exchange partners.

Good luck with improving your link popularity!



Michael Wong is the editor of Mike's Marketing Tools, which offers [internet marketing tools](#) information and reviews, [free marketing tools](#), and dozens of [marketing tips](#) that has been published on thousands of web sites.

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: Redefine Christmas: Give others donations to their favorite charities instead of a gift. <http://www.redefine-christmas.org/>

Quote of the Day: *As each day comes to us refreshed and anew, so does my gratitude renew itself daily. The breaking of the sun over the horizon is my grateful heart dawning upon a blessed world. *Adabella Radici*

Fun Free Download: Christmas Bound

Bugs have stolen all parcels from Santa Claus! Can you bring them back from Monster Land? http://www.blueskied.com/xmas/christmas_main.htm

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

Actor #1: *Die! Die! Why won't you die?... Why won't you die?*

Actor #2: *Beneath this mask there is more than flesh. Beneath this mask there is an idea, Mr. Creedy, and ideas are bulletproof.*

This week's riddle: Silly Christmas Riddle

What do aliens say when they land in the North Pole?

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: Take me to your heater!