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Business Marketing Bulletin
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Top Sponsor Ads
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Hi, Did you know you can earn 2% cash back on all your purchases through the new Market America shopping portal?

Just go to: <http://www.gparigian.com>

Then on the upper left hand corner of the website, just click where it says: Get paid to shop! (learn how)

That's it! You can then shop for Market America's branded products, OR shop on over 3,000 Market America partner stores such as Macy's, Sears, Sony, Lord and Taylor, and many others, all without leaving the Market America portal! How's THAT for convenience. Do your shopping online and get paid to shop!

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>

***** **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,

We are nearing the end of the holiday season and the end of 2009! I hope you all had a wonderful, prosperous, happy and love-filled year and may your New Year be even better!

Here is a great article on personal goal setting:

<http://www.mindtools.com/page6.html>

To a New Beginning!

http://www.deepestfeelings.com/flash_cards.php?img=http://www.deepestfeelings.com/holidays/newyear/new/card7.swf&height=380&width=500&background=http://www.deepestfeelings.com/holidays/newyear/new/card7bck.jpg&fontcolor=FFFC02

In the News

Blizzard Boosts Holiday Web Sales (makes sense) ;-)

<http://www.marketingvox.com/blizzard-boosts-holiday-web-sales-045844/>

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

Oliver Twist

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2151

Stories & Legends of Travel and History for Children

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2152

The Great Swamp Mystery

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2153

Beyond the Rocks: A Love Story

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2154

BioFeedback Mastery

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2155

Marketers Help Desk

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2156

Cracking Creativity

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2157

Auction Easy Words

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2158

18 "How to Sell" PLR Reports

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2159

Personal Brilliance

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2160

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

Happy New Year Special!

Start the New Year with your very own online business! I would like to offer you our Bigger and Better eBook Store Kit for just \$50.00! That is a savings of \$49.95!! This package contains over 200 ebooks plus the ebook store website. Read more here:

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=389

Just Paypal payment to me at terri@seymourproducts.com and I will send you the link to this giant ebook store kit! ;-)

This special is One Day Only. (12-29-09)

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

Last week's Q: *What is the name of Ebenezer Scrooge's one-time fiancée?*
Hint: it starts with B!

Last week's A: *Belle*

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 1750 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:
The Book of the National Parks
<http://www.seymourproducts.com/ebooks-resell/dl/BofNP.zip>

Checklist for a successful blog launch:

<http://www.avivadirectory.com/successful-blog-launch/>

Submit Your eBook

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

This tool will analyze your chosen URL and return a table of keyword density values for one-, two-, or three-word key terms.

<http://www.seochat.com/seo-tools/keyword-density/>

Free Download: PDFKeeper

PDF Document Storage for Small or Home Office

<http://code.google.com/p/pdfkeeper/>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip

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Even if you don't have your own blog, blogs can help bring you more traffic. Become a blog poster. Find relevant blogs and post helpful, resourceful posts. This can go a long way in bringing you more traffic and improving your site ranking.

<http://www.problogger.net/archives/2005/12/30/tens-tips-for-writing-a-blog-post/>

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Feature Ad

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Are you ready to lose weight?
To become the person you've always wanted to be?
Visit <http://www.skinnyminnieme.com>

Tips, articles and products to help you get to your goal.
<http://www.skinnyminnieme.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!

*You have a large variety of ebooks and what I like is that they are not just IM "make money" related (a field I definitely want to stay out of). * Paul*

*"Purchasing Terri Seymour's book store was an excellent choice to start my own online store. Terri even installed it for me! The shopping cart and Paypal links were already set, ready to receive orders. All I had to do was upload my products, give it a category and a price tag! Without any previous experience in web merchant accounts or the ICD webhost, I still was able to accomplish this in a very short time. Adding text and images were very simple. Terri provides excellent customer service! * Luanne*

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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

Name two famous people born on January 1.
terri@seymourproducts.com?subject=answer

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Feature Article
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Top 11 Reasons Why People Buy from You

by James Roche

There are eleven universal reasons why we buy anything. If you know and understand why your market buys from you, you have the power to help them by showing why your product or service will improve their lives.

Business growth is easy to accomplish, once you know the secret. The secret is deceptively simple: offer what your target market wants. Easy enough, right? Yet – the only thing that gets in our way is ourselves...

I remember when I was seven I got a race car set for Christmas. After tearing open the package I couldn't wait to race cars with my brother. But my dad had to put the damn thing together first. I remember interrupting him, grabbing the screwdriver, thinking I was helping and speeding the process along. With all my "input" and interruptions the whole process took hours! (Okay – more like 20 minutes – but at that age it SEEMED like hours!)

Marketing is the same way.

The more we try to get our own hands into the fray, the more complicated we make marketing for ourselves. Almost all your marketing questions,

challenges and problems are solved by listening to what your target market wants.

People Buy End Results and Experiences

Becoming very good at marketing is largely about getting out of your head and getting into the world of your target market.

What do THEY want – not what do you THINK they need. The secret is to focus on the results you deliver – not your process to get there. People buy results – and in some markets, people also buy the experience they get journeying towards an end result.

Get in the habit of thinking in terms of the bottom line result and the experience your market gets from using your product or service.

If you apply this way of thinking right now in your business, you WILL see immediate results. As you keep acting from this perspective your business will inevitably grow in the weeks to come.

How We Decide to Buy Things

We see something we want, it triggers something deep inside; we justify why we want it and we buy it. It's universal. We all act this way.

You know this from your experience too: remember a time when you really wanted something, but you knew you shouldn't buy it? It's the different parts of your brain doing what they do...

You see something and BANG! The core of your brain – the reptilian brain – grunts, "Ugh. I want that. I have to have that!" It's your 'greed gland.' Next your limbic system – the mammalian brain – gets hit with the emotional desire for the thing. The desire burns deep inside you – out of control if it wasn't for the next part of the brain...the thought rises to your neo cortex. It's our logical brain – what makes us think. You find logical reasons to justify the need to buy or not buy the thing.

In your marketing message, you have to hit all three levels of desire. Good marketing happens when you give logical reasons for your prospects emotional buying decisions. All three brain levels are represented in the top eleven reasons why we all buy...

1. Save time
2. Save money
3. Make money
4. Avoid effort
5. Increase happiness
6. Find success
7. Be pain-free/better health
8. Have fun
9. Gain praise

- 10. Feel safe and secure
- 11. Feel liked or loved/be popular

Your task is to find which of these matches your product and service. Start promoting these fundamental, universal triggers in your marketing. Grab people's attention by showing how your offer produces some of these bottom line results and you'll make your marketing easy and fun forever.

[Small business marketing coach](#), James Roche, shows you how to attract more clients, develop an internet marketing strategy and create your information products and programs. Discover his proven and practical marketing strategies with his free special report, "The Shift: Quit Struggling, Make a Difference and Join the New Rich" <http://www.marketingmadeeasyblueprint.com/free>

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: Gizmos for Geeks - Gizmos for Geeks features new gadgets and gizmos every day, reviews, and the most important tech news with insightful commentary and predictions. <http://www.gizmosforgeeks.com/>

Quote of the Day: Be always at war with your vices, at peace with your neighbors, and let each New Year find you a better man.
* Benjamin Franklin

Fun Free Download: Danny's Virtual Drum

A realistic drum simulator that features a number of effects and allows you to record your drum session. <http://danysvirtualdrum.forumfree.it/>

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: *For God's sake, Chris! The whole world is watching. We can't let him die in front of a live audience!*

Actor #2: *He was born in front of a live audience.*

This week's riddle: Dangerous Situation

You are in a car traveling at a constant speed. On your left side is a valley and on your right side is a fire engine traveling at the same speed as you.

In front of you is a galloping pig as big as your car and you cannot overtake it. Behind you is a helicopter flying at ground level. Both the giant pig and the helicopter are also traveling at the same speed as you.

What must you do to get out of this dangerous situation?

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: Get off the children's merry-go-round!
You're drunk! ;-)