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Business Marketing Bulletin

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Top Sponsor Ads

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Get your ad here to over 1450 subscribers for as low as \$5.68 per ad with our money-saving packages! Single ad purchases available as well. Read more here:

<http://www.seymourproducts.com/newsletter/advertise.shtml>

Want to learn how to find what eBay buyers REALLY want?

Use AuctionYen to generate HIGH demand and LOW competition product or niche ideas in minutes!

Download your copy today:

==> <http://www.auctionyen.com/go.php?a=547>

***** 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 set-up 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,

Spring is in the air.....we will be reaching almost 50 degrees today! ;-)

I know a lot of people are much warmer but this is great for us up here in WI. Spring is a time to get outside and revitalize yourself and your family. Enjoy activities with your children. Here are some ideas for springtime family activities:

<http://www.seymourproducts.com/articles/spring.shtml>

Here are some good ideas for your business as well:

<http://www.entrepreneur.com/marketing/marketingideas/index.html>

I hope you enjoy this week's issue. As always, feel free to email me with questions, comments or requests.

In the News

Another Survey (Incorrectly) Predicts Google Could Lose Search Crown

<http://searchengineland.com/another-survey-incorrectly-predicts-google-could-lose-search-crown-16473>

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

Project Management Made Easy (jobs/career)

How to Get the Perfect Job (jobs/career)

Beauty Tips (beauty and fashion)

Baby Weaning (child care)

Worm Farming (Go Green)

7 Romantic Dinners for Valentine's Day (holiday/seasonal)

Dealing with Back Pain the Natural Way (health/fitness)

Underground Twitter Secret Manifesto (internet marketing)

Mixed Martial Arts (self-help)

Ezine Profit Unleashed (blogs/ezines)

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

****Weekly Subscriber Special****

Answer the Question for Free Ebooks!

Send me your answer to the following question and get five free ebooks with every 10 you order!

Do you think Obama is going to do good things for America?
(all answers remain private)

Once you send me your answer, order your 10 or multiples of 10 ebooks and then send me the choices for your free bonus ebooks and I will send you the link. terri@seymourproducts.com?subject=special

This special is valid from February 10 through February 13.

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

I am sorry to say there were no correct answers to last week's trivia question. Good luck to everyone this week!

Last week's Q: *What animal transmits more diseases than any other, thus making it the most dangerous of animals?*

Last Week's A: *House Fly*

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 1470 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>

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Freebies & Biz Helpers

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This week's free ebook:

The List Builders Bible

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

11 Tips to Improve Your Search Engine Ranking

http://www.workz.com/content/view_content.html?section_id=458&content_id=7067

Submit your articles for free traffic!

<http://ezinearticles.com/>

Power Words and Headlines for Advertising and Copy Writing

<http://evieb.com/power.html>

Free Download: Best Cashbook - the miracle tool to manage cash and finance. <http://www.bestcashbook.com/>

Write Better Ads - Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip

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Give people incentive to come back for repeat orders.

Once they order, offer them a discount on their next order such as \$5.00 off or free shipping, etc.

Start a bonus points program! Each time they earn a certain number of points, they get a big discount or even a free product.

Stand above the rest and offer your customers a little more!

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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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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!

*We are glad we found your site! It will help us achieve our goals this year, so thank you, to start with! * Ton*

*I just finished the ebook "How to build an online business" and I have to say it's a wonderful book filled with awesome advice and insights! This is just what I needed to get my mind wrapped around what I am going to do with my new online business venture.....THANKS!! * Dennis*

*You have gained my trust with your personal prompt replies and I feel very comfortable that you will steer me in the right direction..... * Dennis*

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Feature Article

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Blogger's Checklist

by Jennifer Horowitz

Below are some of the crucial items you should have on your Blog. Take a look at this list and your Blog and see how you measure up. I can tell you that I did it myself and I had to create an action plan to fix my own Blog.

You see, just because I know what needs to be done doesn't mean I always have time to implement it myself.

It is like the shoe cobbler's children going to school with their shoes falling apart. I am so busy helping clients, I don't have time to work on my own things.

The same may be true for you. You are so busy but you know you want to, actually you need to, Blog. So you start it and don't necessarily have everything in place.

That's OK. The key is to find out where you are lacking and create an action plan so you can take steps towards getting everything in place,

So, here is your checklist. Do you have:

A strategy in place? Do you know why are you Blogging? What are you hoping to accomplish? Do you know how often you have to Blog, what types of posts you need in order to accomplish your objective?

A posting schedule? Ideally you should have at least 2 new posts a week, and up to 5. Less than 2 is too little, and over 5 is often too much (unless you are a great writer and have lots of news and information to share, so you aren't just writing fluff).

A comment policy? Do you moderate? If so, how long does it take to approve comments.

An 'About Us' section? Since Blogging is about connecting, sharing information and creating dialog to form relationships, you need to be sure to tell people who you are and what you are all about. Including contact information is a good idea

A Blogroll? Be sure to include NON company links. Point your readers to sites/blogs that you think THEY would be interested in reading. Yes, you can add your website, but please mix in some non-company sites as well to show people you are truly interested in being a resource for them.

RSS subscriber buttons? Give your readers a way to subscribe to your Blog, via a feed reader. Feedburner is a quick and easy way to get this done.

Photos, graphs or charts to create visual interest.

Videos to engage users.

Personality and opinions so people feel they are really hearing your voice and not just some regurgitated industry news.

Links back to relevant pages on your website.

A custom header graphic that doesn't take up too much space but shows that your Blog is uniquely yours and not just some out of the box Blog platform that has no customization. Some people choose to have their header match the look and feel of their main site.

So go check out your Blog right now and see how you measure up.

Jennifer Horowitz is the Director of Marketing for EcomBuffet.com. Since 1998 Jennifer's expertise in marketing and Search Engine Optimization (SEO) has helped clients increase revenue. Jennifer has written a downloadable book on SEO and has been published in many SEO and marketing publications. Check out "Blogging For Dollars" for more Blogging tips and advice. <http://www.searchenginewebpromotion.com/home/a/>

If you would be interested in any of my other articles for reprint or reference you can see the complete list at <http://www.seymourproducts.com/articles/index.shtml> Feel free to use any of the articles you feel are appropriate for your business.

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Feature Ad

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What is the only letter in the alphabet that does not appear in any of the 50 United States names? terri@seymourproducts.com?subject=answer

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This `n That - A Little Bit of Everything!

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TinEye is a reverse image search engine. You can submit an image to TinEye to find out where it came from, how it is being used, if modified versions of the image exist, or to find higher resolution versions. TinEye is the first image search engine on the web to use image identification technology rather than keywords, metadata or watermarks. <http://tineye.com/>

Giving up doesn't always mean you are weak. Sometimes it means that you are strong enough to let go. * Author Unknown

Give Life! If you're over 17 years old, you weigh more than 110 pounds, and you're in good health, you are probably eligible to give blood. Yet only 5% of Americans who can give blood decide to donate. You can save up to three lives by giving blood. Visit the site today to find a blood drive near you.

<https://www.givelife.org/>

This week's riddle: Add a Word

What word can be put in front of all the following words to form a new word?

FAST THROUGH DOWN AWAY WATER NECK

Answer at the end of the ezine.

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Subscription Management

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Subscriptions to this weekly ezine are free.

To receive this newsletter:

Send a blank email to: subscribe@seymourproducts.com

To not receive this newsletter:

Send blank email to: unsubscribe@seymourproducts.com

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Contact Info

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Answer to Riddle: The word is break!