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Business Marketing Bulletin
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February 2, 2010 Issue #190

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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
- *Physical Products to Sell.....and much more!

You can download it for free here:

http://www.worldwidebrands.com/wwb/kh_freebookWorkshops.asp?kbid=1028

This Top Ad Spot is now open. Click the following link to get your ad seen here! <http://www.seymourproducts.com/newsletter/advertise.shtml>

***** **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,

The next niche package (romance/relationships) will be up sometime this week so if you would like to have this package for just \$10.00, just click and send me a blank email to this address

terri@seymourproducts.com?subject=package and I will let you know as soon as it is ready for you! The \$10.00 offer is good until this Friday only.

Thank you.

Solo Mailing Opportunity!

I have a last minute cancellation on today's solo ad so if anyone would like to send out a quick solo ad, just go here:

<http://www.seymourproducts.com/newsletter/advertise.shtml> to make payment and send me your ad to go out immediately! Thank you!

In the News

eBay to Make Changes to Seller Fees

<http://www.webpronews.com/topnews/2010/01/26/ebay-to-make-changes-to-seller-fees>

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

Affiliate Review Riches Exposed

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2201

The Stevenson Memorial Cookbook

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2202

25 PLR Homeschool Articles

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2203

Vintage Holiday Games & Stories

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2204

250 Top Free WordPress Plugins

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2205

Productivity

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2206

Tender 12 Months

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2207

Workplace Safety

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2208

Adopting a Dog

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2209

Pregnancy & Childbirth

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2210

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

Wow, What a Deal! Special ;-)

For today ONLY, you can get your own customized store package for just \$10.00! Choose any 25 ebooks and email me the exact titles and I will send you the links, plus the ebook store script (optional). Just login to Paypal and send payment to terri@seymourproducts.com

This special is valid today ONLY – February 2, 2010.

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

Last week's Q: *We've all heard of Pinocchio, but when translated from Italian to English, what does Pinocchio mean?*

Last week's A: *There were several accepted answers including Pine Eye, Small Pine, Wooden Head and Block Head.*

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 1785 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 Facebook

<http://www.facebook.com/pages/Seymour-Products/240937693051>

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:

Sizzling Breakfast Recipes

http://www.seymourproducts.com/ebooks-resell/dl/siz_break.zip

Free Small Business Help

<http://www.buzgate.org/>

If cold-calling is a part of your business, here are some tips to help make your calls more productive:

<http://sbinfocanada.about.com/cs/marketing/a/coldcall.htm>

Free Business Listing

<http://listings.yellowpages.com/>

Free Download: esyPlanner 2.2

esyPlanner is a freeware software that allows you to manage your notes and calendar, register expenses, save your passwords and write your daily diary.

<http://web.tiscali.it/esyweb/>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip

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Add an FAQ Page to Your Site

Gather all the most commonly asked questions about your products/services and compile an FAQ page. This will help people save time and get all their questions answered promptly. A lot of people don't like to wait for answers in the email so this will make a big impression.

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Feature Ad
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"Book Signing Success"

How to Get The Most Out Of Your Efforts

As a Self-Published Author at Local and Virtual Book Signing
Successful book signing strategies for first time authors

Order now at: www.createspace.com/3390937

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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 know you have a very successful business and I admire you tremendously.
Again I thank you for your awesome site to get information..... * Jo Lynn*

*If I wanted to buy all of the ebooks & other items from your site, how many
are there & what's the bulk buy price please?*

*As of today, we have 2120 products. The regular price for this entire online
business is just \$650.00. The products will be delivered to you on DVDs and
yes, the shipping is included in the purchase price. ;-)* If anyone has any
further questions about purchasing our entire inventory and store, just email
me at terri@seymourproducts.com?subject=inventory

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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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13 Ways to Promote Your Local Business for Free

by Michael Gray

Many local businesses struggle to find ways to promote themselves, get links, rank in search engines, and ultimately drive traffic to their websites. Most small businesses also have limited budgets making the task more difficult. For those businesses here are 13 ways you can promote your business online for free.

Google Local: If you don't already have one Create an account on [Google Local](#). Enter your company name, address, phone number and website. Verify the information with a postcard or telephone call. In a few weeks you will help you get a map listing for your company name or industry and town.

Google Coupons: Coupons are a great way to bring new customers into your business or remind old customers that you're still around. Google has a free coupon tool that puts your coupon on relevant local searches.

Google Base: Google base is part of Google's one box service. Google uses it to try giving the most appropriate answer from different data sources. If you are selling products you can upload feeds automatically into [Google Base](#) and often get preferential placement. You can also upload your business, or special event.

Yahoo Local: Yahoo local is a directory organized by category and geographic location. You can get a basic listing in [Yahoo Local](#) for free. People searching for your business or industry can find your listing

Get Reviews: An integral part of the Yahoo Local listings are reviews. Ask your good customers to write reviews for you on Yahoo local. Businesses with higher ratings will get preferential listings.

YellowPages.com: Yellow Pages have a strong brand name and recognition, and are still used by many people today. They offer a few levels of listings the [most basic is free](#).

Press Releases: Doing something newsworthy? If you are you can always submit a press release for free at [PRLeap.com](#). Be sure to check out their tips like 25 Action Words for Writing a Newsworthy Headline and Why Localizing a Press Release to a ZIP Code and City Matters.

Free Blog Promotion Tools: Does your company have a website or are you thinking of adding one? Websites like [Technorati](#) and [mybloglog](#) can help you gain exposure, visitors, readers, and subscribers to your blog.

Free Directory Advertising: It doesn't get any easier than trying free advertising. Go to BOTW.org and sign up for a [free 60 day advertising listing](#).

Create a Lens at Squidoo: [Squidoo](#) has a nice easy to use interface that allows you to give information to your visitors. You can talk about your business specifically or the services or products you provide.

LinkedIn: Join [LinkedIn](#) and get connected with people you know and make connections with people you don't through introductions. Look at the new [Questions and Answers](#) section and try and be genuinely helpful. Follow the axiom of 'Givers Gain' and you may generate a few leads for yourself from your goodwill.

Email Signatures: Be sure to add your URL to all of your outgoing email. Try adding your mission statement, or a catchy phrase to help people understand what you do. Change it a several times a year so people notice it again.

Syndicate Your Content and Ideas: Take advantage of article distribution Services like [EZineArticles](#), [ISnare](#), and [IdeaMarketers](#) to spread your message and approach. Use them to bring leads to your site by offering

things like free ebooks or PDF's that they can download after entering their contact information.

For more tips on how to promote your local business be sure to check out my complete series on [local search tips, tricks and secrets](#) or visit my [local search page](#) on Squidoo.

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!

What famous filmmaker didn't have a belly button?
terri@seymourproducts.com?subject=answer

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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: The Museum of Unintended Use collects pictures and stories. Pictures and stories about objects, and the way people use them. Which is often not the way designers intended them to be used. Unintended Use is opening a bottle of beer with a cigarette lighter, using your mobile phone as a pocket light, decorating your cherry tree with cd's to chase away birds, or using a pencil to pin up your long hair. And much more, of course. <http://www.museumofunintendeduse.com/>

Quote of the Day: Time is too slow for those who wait, too swift for those who fear, too long for those who grieve, too short for those who rejoice, but for those who love, time is eternity. * Henry Van Dyke

Fun Free Download: The Battle for Wesnoth 1.6.1

The Battle for Wesnoth is a free, turn-based strategy game with a fantasy theme. Fight a desperate battle to reclaim the throne of Wesnoth, or take hand in any number of other adventures.

<http://www.wesnoth.org/>

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! If you are the second person to send in the correct answer, you will win a free ebook.

"You had better decide whether you're hangin' on the cross... or bangin' in the nails".

terri@seymourproducts.com?subject=quote

This week's riddle: What Is It?

I have one, you have one.
If you remove the first letter, a bit remains.
If you remove the second, bit still remains.
After much trying, you might be able to remove the third one also, but it remains. It dies hard!

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:

Habit!

Remove h - a bit remains.

Remove a - bit remains.

Remove b - it remains.