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Business Marketing Bulletin

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February 24, 2009, Issue #141

Terri Seymour, Publisher

<http://www.seymourproducts.com>

terri@seymourproducts.com

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Top Sponsor Ads

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Get your ad here to 1485 subscribers for as low as \$5.68 per ad with our moneysaving packages! Single ad purchases available as well. Read more here:

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

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_freeebookWorkshops.asp?kbid=1028

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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.

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<http://www.icdsoft.com/?aff=terriseymour>

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What's New?

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Hello everyone and welcome new subscribers,

We have some great new ebooks for you this week. We started adding a new series of children's books called the Fairy Books. They are loaded with fun and exciting fairy tales for boys and girls. This week we have the Lilac Fairy Book and we will be adding a new color fairy book each week for several weeks.

If there are any specific ebooks or topics you are looking for, just let me know and I will do my best to find them for you!

Also, I would like to offer you specials that you are looking for. If you have any good suggestions for weekly subscriber specials, I would love to hear them. I appreciate any input you would like to offer. Thank you!

In the News

Google Suggests Ways to Prevent Hacking

<http://searchengineland.com/google-suggests-ways-to-prevent-hacking-16639>

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

The Complete Poems of Paul Lawrence Dunbar (poems/poetry)

The Golden Age Cookbook (ecookbooks)

Edison: His Life and Inventions (education/homeschool)

Natural Weight Loss (health/fitness)

Unique Weddings (romance)

Glossy Graphics Pack (web design/graphics)

The Lilac Fairy Book (children)

Winning the Online War the WordPress Way (blogs/eazines)

Words to Profit (online/home biz)

The Complete Golfer (sports)

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

****Weekly Subscriber Special****

Buying Bonanza!

Pick out any 20 ebooks you want and pay just \$10.00 for all 20! Order ten of them regularly through the store and then send me the exact titles of the other 10 ebooks you have chosen. I will send you the links ASAP!

This special is valid from February 24 through February 27.

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 this week!

Good luck to everyone this week!

Last week's Q: It is unlucky to kill this bird because it carries the soul of the dead. What bird carries the soul of the dead?

Last Week's A: The Sparrow

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 1485 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 Lazy Man's Guide to Writing Articles

<http://www.seymourproducts.com/ebooks-resell/dl/lzmsgd2wrar.zip>

Free Business Law Advice, Forms and More!
<http://www.worldlawdirect.com/>

By adding this unique Tell a Friend button on your website, your visitors can automatically e-mail their friends about your website whenever they find something they'd like to share. **It's absolutely FREE.**
<http://www.freetellafriend.com/>

Free form building service.
<http://formsmarts.com/>

Free Download: G-Split 3.0.1

This application is a free reliable file splitter that lets you split your large files (like Self-Extracting archives, Zip archives, disk images, multimedia, music, video, backup, image, archive, log, large text, document files...) into a set of smaller files called pieces. <http://www.gdgsoft.com/gsplit/index.aspx>

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

What was the name of the first novel written on a typewriter?

terri@seymourproducts.com?subject=answer

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eCommerce Marketing Tip

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Don't just trade links, trade articles!

A great way to improve your search engine ranking and attract more visitors to your site would be an Article Trading Center. This is where you would swap articles with other webmasters/article authors in order to benefit both parties. This is done much the same way as exchanging links but with far more effective results (in my opinion). There are many benefits to adding an article center to your site:

- *Adds content to your website
- *Builds your reputation and online presence
- *Provides readily available ezine content
- *Improves your search engine status
- *Establishes you as a reliable online presence
- *Increases your circle of contacts and networking

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Feature Ad

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Increase Web Traffic & Search Rankings via High-Quality Relevant Link Exchange. Simple - Effective - Affordable!

<http://linksmanager.com/cgi-bin/neka/neka.cgi?AID=28065>

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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!

*Your newsletters are straight to the point in offering sound advice for our small businesses! Thank you for your information and the time you put in to providing it to us. It is very valuable to many of us in this big internet world! You're a blessing! * Krista of <http://www.wahmaddicts.com/>*

*I love your new ezine in pdf form. It is so much bigger and easier for me to read. * Annette*

*I've already downloaded the books. All of them downloaded quickly and easily. I must say I am impressed with the quality of the books at the value price of only 1.00 each! Your store is excellent! Thank you very much! * Rita*

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Feature Article

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Increase Sales Page Conversion With Basic Graphic Elements
by Ray Johnson

Your sales page is your most important tool for online marketing. It is the one piece that directly leads to a sale. Everything else is just a build up to the sales page. With out the sales page, you have no sales. The tiniest change in the conversion rate of your sales page can have dramatic effects on your profits.

One way to increase your sales rate, is to use the proper graphical elements on your sales page.

There are 6 basic graphical elements you should use to enhance the conversion rate of your sales page.

They are:

1. The Header
2. Graphics for bullet points
3. Graphics for product
4. Graphics for the guarantee
5. The Pay Button
6. The Footer

The header brands your site. It can also be used as part of your personal branding, depending how you market yourself and your product. The header sets the tone of the sales letter and can do as much to draw the users attention as the headline. A great header can be the stimulus for your prospect to read your sales letter.

Graphics for bullet points separate and draw attention to features and benefits that you want your prospect to see. Even if your prospect is quickly browsing down the page, these graphical designs, usually oversized check marks, will grab the visitor's attention and cause them to stop and look.

Graphics for your product is the visual that your prospective customer has to have. A product with out some visual representation is not going to sell. Customers want to see what they are buying. Online, your buyer cannot pick up and hold the product so they must have a visual que to push them along the path to the ultimate buying decision.

Graphics for the guarantee is what draws attention to the guarantee to make sure it is not missed by the prospect. As you lead the visitor step by step through the buying process, you want to make sure their attention is properly funneled to the main selling sections of the page. The guarantee, as one of those selling sections needs a significant graphic to ensure the potential buyer realizes the guarantee alleviates his concern of risk. A guarantee medal or seal is commonly used along with an offsetting guarantee frame.

The Pay Button is the final step in the sales process. It is the call to action. It tells the potential buyer exactly what to do next. It tells the buyer: "CLICK RIGHT HERE TO BUY NOW!" A great big, in your face, can't miss this graphical

button with the directions on it will make sure your visitor knows exactly what to do and where to do it.

Finally, the Footer is your last stab at the prospect. If the prospect has read down that far, he has passed your pay button by, and apparently has decided not to buy. A properly done graphic footer could be just the small nudge your potential customer needs to scroll back up and buy.

Your sales page is a selling system. It is designed section by section to slowly grab your customer and lead him to the inevitable conclusion that he has to buy. The proper graphics throughout the sales page will highlight each section, each stage of the selling process, so that your prospect follows the correct path. The closer you can get the prospect to follow your sales letter's path, the easier it will be to convert your prospect to a buyer.

Ray Johnson - To find out how you can utilize graphics and design templates to enhance your online business, and get profitable advice to making money online, talk with Ray Johnson - Google.com No.1 Ranked eSeller: <http://www.ray-johnson-online-design.com>

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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Play the trivia challenge for a chance to get your ad here in next week's issue!

Find out what eBay buyers really want!
<http://www.auctionyen.com/go.php?a=547>

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This 'n That - A Little Bit of Everything!

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"The New Media Foundation is a public benefit non-profit corporation established to research, develop and produce positive, entertaining and educational media. We are dedicated to creating alternative media, which offers more optimistic media choices that benefit public interest."
<http://www.thenewmediafoundation.org/>

You can avoid having ulcers by adapting to the situation: If you fall in the mud puddle, check your pockets for fish. * Author Unknown

LoonaPix.com is a free photo editing online service. You can easy decorate your photo with a frame, trim it or just make it funny using LoonaPic effect. In other words, we can help you to make your photo funny and unique. And, notice, it is easy and free! <http://www.loonapix.com/>

This week's riddle: Three Letters?

What three letters can be placed in front of each of these words to form a new word?

- Sport**
- Sword**
- Sage**
- Sable**
- Time**

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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Terri & Terry Seymour Publishers,
Business Marketing Bulletin
<http://www.seymourproducts.com>
terri@seymourproducts.com

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Answer to Riddle: The three letters are PAS!