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Business Marketing Bulletin  
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Top Sponsor Ads  
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**No Cost Two Hour Traffic Seminar From A Five Figure A Day Marketer**

Without traffic you won't make any cash. With the right knowledge you can generate literally as many visitors as you want. Five figure daily returns are within reach if you watch this two hour online seminar. And it won't cost you a penny to view it, or to put the traffic strategies into action

<http://www.virtualaffiliatetrainer.com/membership/go.php?r=70&i=10>

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**Question:** Are you looking to increase your traffic with targeted, serious buyers who already have credit card in hand, willing and ready to buy from YOU?

**For Free!** <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,

I would like to wish all who celebrate it, a Happy St. Patrick's Day!

Fun Facts about St. Patrick's Day

[http://entertaining.suite101.com/article.cfm/st\\_patricks\\_day\\_trivia](http://entertaining.suite101.com/article.cfm/st_patricks_day_trivia)

I had a wonderful response to my Niche Package Special Subscriber Deal! Thank you very much. I would like to extend the offer for those of you who missed it or didn't yet get a chance to take advantage of it.

We have four Niche Packages, each costing \$25 and containing 35 ebooks plus the store. I would like to offer you all FOUR packages for just \$25.00!

Just go into the store, order one of the packages for \$25.00 and I will send you the link to the rest of the niche packages. The packages included in the special are:

Child Care Package

Health/Fitness Package

Crafts/Hobbies Package

and Holiday Extravaganza Package. All for just \$25.00!

### **In the News**

Top 10 Social Networks for Entrepreneurs

<http://mashable.com/2009/03/12/entrepreneur-networks/>

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

Digital Cameras for Beginners (crafts/hobbies)

Tattoo Designs & Becoming a Tattoo Artist (jobs/careers)

The Yellow Fairy Book (children)

The Jogging Guide (health & fitness)

Dealing with Impotence Naturally (romance/relationships)

Step by Step Niche Profits (online/home biz)

Indexing & Linkbuilding (internet marketing)

Owning a Cat 101 (pets and pet care)

History of Woman Suffrage (education/homeschool)

Cooking with Ground Beef (ecookbooks)

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

### **\*\*Weekly Subscriber Special\*\***

#### **Pick A Number**

Buy 10 or more ebooks and then email me with your choice of one of the following numbers for lots of free ebooks. 1, 2, 3 or 4! Each number represents a different amount of free ebooks. The lowest amount will be 10 free ebooks and the highest will be 25 free ebooks. So, pick a number for lots of free ebooks. Limit: One order, one pick per customer.

This special is valid from March 17 through March 20.

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](mailto:terri@seymourproducts.com?subject=answer)

Congratulations to Michael Cushman for being last week's trivia winner! Good luck to everyone this week!

Last week's Q: What was the original color of Coco-Cola?

Last Week's A: It was rumored to be green but it was actually brown!

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.shtm> 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 1510 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 Ultimate Karate Bible

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

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Tons of Twitter Tools

<http://www.bookmarket.com/twitter-big.htm>

If you Twitter, I invite you to follow me at:

<http://twitter.com/SeymourProducts>

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Lots of informative free tutorials to help you build your business!

<http://www.learnthat.com/business/category-24>

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Free Business Advertising Directory

<http://adfree.com/>

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**Free Download:** Free Zip Program for zipping your files into one smaller, easier to download/upload file. <http://www.7-zip.org/>

Another file compression program:

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

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Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip  
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Offer Some Fun for Your Visitors – Have a Treasure Hunt!

Place a well-hidden (not too well though) graphic on your site and let people know if they find the graphic, they get a well-deserved discount on their order or a free gift with their order. Letting people have some fun and save money is a good way to get them to come back.

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Feature Ad  
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**Go Green And Save Money!**

Little Ladybug Designs is going green and saving trees. Now offering 100% recycled paper for all announcements, invitations, and business stationary. Receive 5% off when you spend \$100 or more.

Visit <http://www.littleladybugdesigns.com> to purchase custom stationary for your special event, occasion or business.

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Subscriber Marketing Ideas  
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To be published in the Bulletin as well as receiving a free ebook of your choice, please submit your successful marketing ideas to me at [terri@seymourproducts.com?subject=Marketing\\_Ideas](mailto:terri@seymourproducts.com?subject=Marketing_Ideas) Thank you!

*One successful marketing idea I use is to have the link to my home page and newsletter subscription page on my email "signature" so that everyone that I communicate with is exposed to my newsletter and tagline.*

*Adam Sheck  
Free Subscription To "Passion101" Newsletter!  
Subscribe at: <http://www.passion101.com>*

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Feedback

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Please send in your comments, suggestions, questions, etc to  
[terri@seymourproducts.com?subject=feedback](mailto:terri@seymourproducts.com?subject=feedback)

We appreciate all feedback, good or bad!

*I must compliment you on your response time as your customer service is excellent.*

*\* Jay*

*I knew if I looked long and hard enough I'd find someone like you, down to earth and willing to help. Too many scams out there. I've thrown plenty of money away. Maybe now I can make some. \* Gail*

*So even if I purchase a particular packaging of a group of ebooks I will not have to add it all at the same time but at my own pace?? \* Jay*

Yes, you can work this easy to manage store at your own pace and add ebooks as fast or as slow as you want. There is no time limit or requirements as to adding the ebooks in a specified time. The store will be yours to run as you choose, not how someone tells you!!

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Feature Article

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**Six No-To-Low Cost Profit Tactics for Your Website**

by Riley West

I've seen some crummy sites. What about you? How could they make any money? A poorly done website ruins credibility and runs visitors away before your site has had a good chance to present your offer.

Having spent 35 years in retail furniture we learned that if you want to sell top end furniture fast enough to make money each month there are several things retail store managers have to do to make it in today's world.

**First** - The store has to be clean. The floor, the walls, the actual furniture itself, and, the bathroom! That's where our comparison falls apart as there is no bathroom in a website.

**Second** - The store has to "make sense". The arrangement of the inventory, the signage, the bedspreads on the beds and the logic of store branding logos, posters, and policy signs have to look professional as well. The overall look has to be clean and "feel right".

**Third** - What about colors! The ladies in this business know things about color and what goes with what than most men would never know.

In furniture stores the colors need to be those that are popular in furniture today, not last year. I wonder how that applies to websites?

**Fourth** - The salespeople have to speak clearly and without obvious defects in their speech habits. It's the same with websites. In retail stores the salespeople need to be clean and spiffy and give their full attention to the customer in order not to appear disinterested.

You can see where this would apply in websites to pictures of people, like in testimonials, and scrupulous attention to detail and spelling.

Spelling! There's a biggie. It deserves a section of its own. It is said that a potential customer's enthusiasm will notch down a bit for every misspelling and grammatical error. It pays to proofread!

Experts suggest that you should have another person do your proofreading for you, since you are not as likely to catch all of your own mistakes.

**Fifth** - The sales area has to be kept neat and businesslike, but not barren and empty. Like the rest of the place, it has to be neat and clean. It should be easy to purchase!

**Sixth** - One last thing, in our stores we always strove to have the best music possible playing in the background and it had to sound good everywhere in the store. We had it at a level high enough to be heard well but not so high that it made it difficult to converse.

In the website world that might compare to having clean, easy to understand audio and video. Hmm...is there a place for appropriate background "score"?

Your business website should come across to your visitors as a professional site with which to do business. It should be welcoming and help them around in order to make the sale as easy as possible.

Your website says a lot about your business, so you need to make certain it is saying positive things.

If you want to make sure your website isn't falling short on the details of general housekeeping, find a few sites that are trying to do something similar to what you are attempting, and use them for comparison sake. That's a good place to start.

And my favorite! Keep it simple. My sales pages start at the top and go to the bottom. How are you going to lose your visitor with that?

Keep it simple, kill off the clutter, make it easy to read, and don't allow spelling and grammar errors. Your customers will like that and be more inclined to buy.

Oh, one last thing. Ask for the sale. Don't waffle here, be strong. You know what you want them to do, and, if your copy is any good, it contains many benefits for your visitor. Customers want those benefits (like more sales, higher conversion rates, and fewer returns) and they are willing to pay to get them.

Be very direct, but smooth. Say to the customer... "Click this button and when you get to Paypal check that the quantity is correct and that the price is right. If it is, continue with your purchase and start profiting from an improved website right away!

Thank you for your business!

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Riley West has trained retail management for 30 years. Starting in 2006 Riley began studying Internet Marketing methods and Web Page Design. Go to his popular blog today and you'll receive a FREE MONEY MAKING PDF, A NEW, FREE EBOOK, and a good READ too! Go to :=> <http://www.makinganinternetmarketer.com>

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

What is Barbie's (the doll) full name? (including middle name)  
[terri@seymourproducts.com?subject=answer](mailto:terri@seymourproducts.com?subject=answer)

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This 'n That - A Little Bit of Everything!  
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ETFDesk is a centralized source of information for Exchange Traded Fund investors. ETFDesk consolidates financial data, product information, marketing materials and investment ideas into a single resource for ETF investors. <http://www.etfdesk.com/>

**Beauty** is not in the face; beauty is a light in the heart. \* Kahlil Gibran

World War II Database is among the web's top WW2 history websites with in-depth articles on 428 personalities, 202 events, 435 warships, etc., and the site's photo gallery has a stunning 4616 photos, 616 of which are in color. <http://ww2db.com/>

Fun Free Download: Design and play your own pinball simulation!  
<http://www.futurepinball.com/>

This week's riddle: What's the Number?

What number should come next in this series

**479126 62974 4796 697 ?**

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](mailto:subscribe@seymourproducts.com)

To not receive this newsletter:  
Send blank email to:  
[unsubscribe@seymourproducts.com](mailto:unsubscribe@seymourproducts.com)

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Answer to Riddle: 79 – the digits of the preceding number are reversed and the lowest digit omitted!