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Business Marketing Bulletin
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In This Issue
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1. Top Sponsor Ads
2. Privacy Policy
3. What's New?
4. Freebies & Biz Helpers
5. eCommerce Marketing Tip
6. Feature Ad
7. Feedback
8. Helpful Ezines
9. Article: Article Marketing Tip: When should you use a pen name?
10. Feature Ad
11. Let's Have Some Fun!
12. Subscription Management & Contact Info

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Top Sponsor Ads
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Learn the Truth About Drop Shipping!

Increase your profits with instant access to millions of products.

<http://www.worldwidebrands.com/?kbid=1028>

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"Discover the Astonishing Secret That Marketing Gurus Use To Automatically Lure a Neverending Stream of High Quality Buyers To Your Website... By Using Web 'Real-Estate' That You Already Own, But Never Thought Of Using!"

<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,

Thank you to everyone who took advantage of our inventory subscriber special! I wish you much success with your new business. Please feel free to email me anytime if you have questions. ;-)

We have been having some beautiful spring-like weather here in WI although I know some people have been getting hit hard with winter weather! Please be careful in extreme weather conditions. Here are some safety tips:

<http://weather.about.com/b/2008/12/07/winter-weather-safety-tips.htm>

http://www.dola.state.co.us/dem/public_information/winter_preparedness.htm

In the News

Most Businesses Still Only "Experiment" with Social Media

<http://www.webpronews.com/topnews/2010/02/24/most-businesses-still-only-experiment-with-social-media>

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

Farmville Secrets

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2245

Good Carb Diet

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2246

Mafia Wars Strategy Guide

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2247

Complete Moron's Guide to Selling on eBay

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2248

Indoor Gardening

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2249

Forest Neighbors

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2250

Improving Oneself

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2251

Ladies Work-Table

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2252

Precious Stones

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2253

Get Published

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2254

****Weekly Subscriber Special****

Happy Birthday Special

Saturday is my husband Terry's birthday so if you wish Terry a happy Birthday, you can get 10 free ebooks with every purchase of five or more. Just order 5 or any multiple of 5 and then send me the titles of the ebooks you would like for free along with a Happy Birthday for Terry! ;-)

terri@seymourproducts.com?subject=Happy_Birthday

This special is valid through March 5, 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: *For what movie did Humphrey Bogart win his only Oscar?*
Last week's A: *The African Queen*

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 1810 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:
The Time Machine
<http://www.seymourproducts.com/ebooks-resell/dl/time.zip>

If you have a website, you should have a Privacy Policy
<http://www.freeprivacypolicy.com/>

Free Text Link
<http://textlinkclub.com/>

Finding Ideal Customers
<http://www.kksmarts.com/finding-ideal-customers.html>

Free Download: Danet Studio 2.3

Danet Studio provides a powerful environment for creating, editing, annotating, managing and displaying high quality documents. With an advanced viewing controls, combined with powerful element controls capabilities take Danet Studio to a new level of quality and user experience.

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

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

What was the first city to reach a population of one million?
terri@seymourproducts.com?subject=answer

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eCommerce Marketing Tip
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Sell More Advertising

Offer your customers a bonus or two when they order advertising.

Offer to also add their ad to your bulletin board, webpage, ebook, etc.

Offer ad packages for your customers to get more advertising at less money!

Just giving a little extra can make the difference where people will buy their advertising!

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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 am very impressed with your prompt attention to customers' queries. You seemed to reply within seconds of my first enquiry. Not only must you have been right in front of the computer; you think and type super-fast, too. * Stephen*

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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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Article Marketing Tip: When should you use a pen name?
by Steve Shaw

One of the interesting options you have when you start submitting articles is the author name under which your articles will appear. You have two options when choosing an author name:

1) You can use your real name. Using your real name is has several advantages:

*It allows you to become known as an expert in your field. Why is it beneficial to become known as an expert in your field? The more confidence a person has in your knowledge and ability, the more likely they will be to:

=> use your services

=> buy the products that you recommend

=> recommend you to their friends

If you would like to build a reputation as an expert, then use your real name. Being regarded as an expert can carry the benefit of increasing sales and referrals.

*Using your real name conveys authenticity, which promotes feelings of trust. On the internet, it is very easy to hide behind a mask, to say you are one thing when you are really another. Sometimes people will come to your article with a wall already up, wondering, "Why should I trust this person?"

If you can show that you are real, that you are not hiding anything, that you are a legitimate person who truly has great information to offer, that goes a long way toward building trust with a potential customer.

Obviously your decision whether or not to use an alias depends on your purpose in submitting articles. I would advise that you should use your real name if you have no good reason for changing it.

2) What would be some reasons for using pen names?

- You have a very common name and you want to be more memorable.
- Because of your subject matter, you think your articles would have more authority if they sounded like they were written by someone of the opposite sex.
- Perhaps you are marketing different websites on different topics and want to differentiate your writings on each topic by using a different name.
- Maybe your real name is the same as a well known person in your field. In that case, you might want to make your name appear different (or use an alias) to avoid confusion.
- Or perhaps you have a very good reason for wanting to keep your real identity a secret.

In any case, when you're submitting articles for article marketing it is acceptable to use a pen name if you like. If you do use an alias, here are 5 guidelines to help you come up with a good one:

1. Even if the name you're using is not your own, it is beneficial to make your name sound like a real name.
2. Your pen name should have a first and last name, just like a real person's name would.
3. Steer clear of obviously fake names that play off of your topic. For example, if you're submitting articles about car racing, don't call yourself "Mr. Hotrod". Using a silly made up name makes it hard for readers to take you seriously.

4. Keep your business name out of your pen name. For example, if your business name is Ocean Breeze Realty, don't make your alias "Ocean Breeze". Not only is that not very subtle, but it may get your article rejected for being promotional. (Yes, even an author name can be considered sales oriented).
5. Don't try to use your URL as your author name. Sounds obvious, but some people try that!

If you're using a pen name, your best bet is to keep it real (or real sounding). Use a first and last name that sounds like something a real person would have. If you don't have a good reason to use an alias, just use your real name.

For more info on how you can use article marketing to reach thousands of potential prospects for your website, go now to <http://www.submityourarticle.com/report>. Steve Shaw is an article marketing expert and founder of the popular [article submission service](http://www.submityourarticle.com) <http://www.submityourarticle.com> used by thousands of business owners.

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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"Become a Newbie Club™ Member
- It's TOTALLY FREE!"

http://www.newbieclub.com/?web_success

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Let's Have Some Fun!
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Site of the Day: Find concert tickets, theater tickets and sports tickets from multiple ticket vendors in one place. Find the best seats at the best price without having to search multiple websites. <http://www.eticketspace.com>

Quote of the Day: *Never be bullied into silence. Never allow yourself to be made a victim. Accept no one's definition of your life; define yourself.*

** Harvey Fierstein*

Fun Free Download: Classyx Pack

Classyx Pack is a collection of five different classic games. Klopodrom is a game in which you eat the very fast food. Driving is unusual car driving game with obstacles. Sponge is a hard to play ball game against the computer. Suma is a collect and avoid game. Flo is a game in which you catch the squares. <http://free-zd.t-com.hr/drazen/>

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.

"Henry, if we die before you get back, promise you'll tell everybody she wasn't my date."

terri@seymourproducts.com?subject=quote

This week's riddle: Days of the Week

Can you name three consecutive days without using the words Monday Tuesday Wednesday Thursday Friday Saturday or Sunday?

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: Yesterday, Today and Tomorrow! ;-)