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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>

*****Changing Times Requires Changing Courses*****

We're marketing during changing times and it's no longer business as usual. Tips, articles, resources, and more for addressing new concerns, changing values, and priorities for helping you help your clients during changing times.

Let Write Business Resources help.

Visit <http://www.WriteBusiness.net> to Subscribe

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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 will be adding more niche packages to our store and would like to ask if there are any requests. Is there any category you might be interested in getting a package deal? If so, just let me know and I will get it added to the store ASAP! We have almost 40 categories to choose from. ;-)) Just send your request to: terri@seymourproducts.com?subject=package-request

In the News

More Google Killers on the Horizon

<http://www.sitepronews.com/2009/03/13/more-google-killers-on-the-horizon/>

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

Just Pay Shipping (Online/home biz)

Hardy Perennials & Old-Fashioned Flowers (yard/garden)

101 Scrapbooking Tips (crafts & hobbies)

Image & File Hosting and Sharing (software/scripts)

Delicious Cajun Recipes (ebooks)

Blogging for Retirees (blogs/eazines)

WP Padlock Pro (blogs/eazines)

How to Achieve a Healthy White Smile (beauty/fashion)

Country Walks of a Naturalist with His Children (home/family)

Aquarium & Fish Care Tactics (pets)

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

****Weekly Subscriber Special****

Buy More, Save More

Buy five ebooks, get 3 free.

Buy 10 ebooks, get five free.

Buy 20 ebooks, get 10 free.

Buy 25 or more ebooks, get 25 free!

Buy the desired amount and then email me the titles of the ebooks you would like for free and I will send you the links. Thank you!

This special is valid from March 24 through March 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

Congratulations to **Chrissi Burrell** for being last week's trivia winner!
Good luck to everyone this week!

Last week's Q: What is Barbie's (the doll) full name?

Last Week's A: Barbara Millicent Roberts

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 1515 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:

Writing for Fast Cash

<http://www.seymourproducts.com/ebooks-resell/dl/right4FC.zip>

Informative discussion forum related to SEO.

<http://forums.digitalpoint.com/>

List your freebie or find helpful freebies for your business!

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

List your ezine for free.

<http://www.go-ezines.com/>

Free Download: Classified Ads Lite

We have packed this version so full of features you may not even need a commercial version. Start your own classifieds site today and join the thousands of others who have already downloaded this product.

http://geodesicsolutions.com/products/classifieds/classifieds_lite.htm

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip
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Start a free ezine directory on your site. Offer to let people post their ezine and offer ad swaps with ezines that compliment yours. Not only will this bring you extra traffic, but it will get you a lot of exposure in numerous ezines!

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Feature Ad
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JOIN THE REVOLUTION
Free ebooks
<http://www.ezwealthrevolution.com>

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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 Thank you!

A great way to promote your business with one way links is to write guest blog posts for blogs in your niche. I wrote a guest post for a money-saving blog and linked my name to my own frugal living blog and got a tremendous amount of targeted traffic. You can do this with articles, too, but blogs get indexed much quicker so they really work best.

*Darlene 'Dee' Bishop
Helping Build Your Business One Word at a Time™
<http://qualitybusinesswriting.com>*

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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!

*Hi Terri, Love your newsletter! I find something I can use in every issue.
Thanks. * W A Carter*

*On our Trivia Challenge: Great fun and I'm learning so much essential knowledge. LOL * Michael*

I agree Michael! How can we make it through life without knowing Barbie's real name! LOL

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Feature Article
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11 Information Marketing Business Mistakes to Avoid

by Adam Urbanski

If you've tried your hand at building an Internet-based business but haven't yet reached the success you want, find out these 11 deadly mistakes and how to avoid them.

Mistake 1 - Not Treating What You Do as a Business.

The difference between a hobby and a business is that a hobby doesn't make you money - it costs you money.

If you're serious about starting building a profitable online business, approach seriously and focus on generating revenue.

Treat your online business as you would any regular business.

Mistake 2 - Being Distracted by Too Many Good Ideas.

You can light up a room with a light bulb, but you can cut through steel with a laser beam. The same is true with your effort and ideas.

Too many Internet-Entrepreneur-Wannabes lack the will power to stay focused. Chasing too many ideas at the same time often leaves them exhausted, frustrated, and with little results to show for their hard work.

The key to success is to select one business idea and to develop it completely before moving on to another project.

Mistake 3 - Not Selecting a Specific Niche.

Perhaps the biggest mistake of all is trying to be everything to everyone. You can't - so stop! It's very counter-intuitive to focus on a smaller slice of the market and most people are afraid to do it. But when you do, your business will grow faster and you'll be more financially successful in less time.

Mistake 4 - Falling in Love with the Wrong Product Idea.

Even the most experienced entrepreneurs fall into this trap from time to time and develop products without doing any research. Before you devote any serious amount of time and effort to developing your new ideas, make sure there is a demand for the type of product, information, or service you want to launch.

If you need help with selecting an ideal niche market for your business and finding out which products you should develop first, take a look at this fast track training program.

Mistake 5 - Falling for the "Get Rich Quick" Scheme!

Remember the old adage "if something is too good to be true..."? It's alive and well on the Internet.

Countless people buy into the idea of making millions online overnight. Sadly, they buy into programs hyped up with empty promises only to find themselves "out of cash and out of luck" a short while later.

Be aware of spammers, illegal money-winning scams, and buying "ready to go businesses" that are "hot but will sell for cheap"!

Before you fork over your money, investigate if those hot businesses have ever made a dime for their current owner.

Doing your homework will save you valuable time, money and many sleepless nights!

Mistake 6 - Going into It, Instead of Growing into It.

While the Internet makes it easier to reach your potential clients, you're still building a business - and that takes time. Don't tell your boss you're quitting today because you started this hot new online business last night and you'll be "rolling in dough in no time flat!"

First make sure your business idea works and is profitable.

That's one of the advantages of Internet business - you can start small and step-it-up as your business starts getting sales and generating profits.

Just be sure you can consistently replace your current income before jumping ship and telling your boss to "beat it"!

Mistake 7 - Being a Copycat!

Quickly - what is the most popular business on the Internet? You guessed it - it's how to make money on the online!

It seems that everyone who has bought a course on making money online is credible enough to teach this subject a week or two later! Don't fall for the allure

of easy money - because it's only a perception. In reality your chances of having a successful online business are much greater when you are different from the pack.

Mistake 8 - Wasting Time and Money on Developing Pretty but Useless Websites.

A bad idea is a bad idea - no matter how pretty you dress it up. Many people waste precious startup dollars on expensive but needless graphic design work, pretty logos, and complex web design.

In reality, many businesses can be simple and inexpensive to get off the ground. In fact, a simple site with little or no graphics will often make more money than one with all the latest bells and whistles flashing all over the page.

Think what is the core concept of your business. Outline it on a single sheet of paper, and then implement it fast in its simplest form. You can always give it a makeover and make it prettier if it's successful and profitable.

Mistake 9 - Not Building Relationship with Clients.

"Even though you don't know me from Adam, I want you to take out your wallet and give me \$20 - in exchange I'll make you the King of the Universe!" What!? You don't want to give me your \$20? What a surprise!

Most people think about starting a business online in terms of getting a quick sale - with no prior relationship with their potential clients at all.

In reality, you'll be more successful when you make your first goal to collect contact information from potential clients and follow up with them on a regular basis.

It's much easier to "sell something for FREE" than trying to convince people to give you money at first.

Make it your goal to prove your credibility online and make your business all about relationships with prospects and clients; you'll build a thriving online empire.

Mistake 10 - Calling It "QUITS" Too Soon!

If your new online venture isn't making money at first, don't walk away from it too soon. Many entrepreneurs have multiple "failures" in their background - which in reality are lessons in what didn't work.

Evaluate your ideas and get help with gaining a new perspective on what you're doing. With some new ideas you might find a new way to position your business differently and make it profitable.

Or maybe you simply need to give it more time to gain the traction and momentum you want.

Mistake 11 - Being too cheap!

While it's a good habit to be thrifty with your dollars, don't confuse saving money with being cheap. Remember the price you're paying for things isn't always

expressed in money. It's also the time, effort, and lost opportunities you can't take advantage off because you lack the know-how or are busy doing low-level tasks.

Smart online entrepreneurs continually invest in their education. They buy marketing training programs, timesaving software tools, and systems that allow them to grow businesses faster with less effort.

The best news is that getting good basic training in how to start your own information marketing business doesn't have to be expensive.

The author, Adam Urbanski, Founder and President of Marketing Mentors, teaches professionals and business owners proven strategies to leverage their know-how into low-cost, high-profit information products and programs. For a four-hour fast track training go to his website at <http://www.InfoProfitFastTrack.com>

If you would be interested in any of my other 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 your business.

Every day 20 banks are robbed. What is the average amount of cash taken?
terri@seymourproducts.com?subject=answer

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Feature Ad
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FABULOUS 2009 GRAPHICS SPECIAL!!!
Blast Off Your Business With These Blowout Prices!
Need A Flyer or an Ad? \$35.00!!
Need A Logo for your Website? \$65.00!!
Quality Design, Great Service
Email for details: chrissi@chrissiburrell.com

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This 'n That - A Little Bit of Everything!
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Every week we feature an innovative look inside the Goualougo Triangle forests. Remote camera traps capture a rarely seen side of local wildlife.
<http://www.congo-apes.org/>

How far you go in life depends on your being tender with the young, compassionate with the aged, sympathetic with the striving and tolerant of the weak and strong. Because someday in your life you will have been all of these. * George Washington Carver

The main mission of Freshome is to inspire you, to give you ideas and make your home a better place to live. You can find on Freshome all kind of stuff that will inspire you like: beautiful pieces of furniture, pictures that will inspire and provide you new and fresh ideas for your home, bedroom designs, latest home architecture news, home gadgets, tips and tricks for improving your home, and many more.
<http://www.freshome.com>

Fun Free Download: Perfect Battle is a four player action/strategy game. Take control of a spacecraft and blow up your opponents. Gather gold to upgrade your ship. Protect your base with turrets and magnetic towers. Create your own maps with the Map Maker. [3D graphics](#) and original music. Full game! <http://www.bit2logic.com/>

This week's riddle: What Movie??

Rearrange the following letters to give the title of a 1979 movie.

OWN COSY APPEAL

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: Apocalypse Now!