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Business Marketing Bulletin

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Top Sponsor Ads

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Get your ad here to 1495 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>

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

\*\*\*\*\* 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.

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[Http://www.icdsoft.com/?aff=terriseymour](http://www.icdsoft.com/?aff=terriseymour)

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What's New?

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Hello everyone and welcome new subscribers,

I am going to try something new in the Bulletin. I will ask everyone to submit their most effective marketing ideas to be posted in the Bulletin. In return you can add your name, link and a one line blurb about your business, plus you are free to choose an ebook from our store for free, if your marketing idea is published in the Bulletin.

Send your ideas (along with your name, link and one line blurb) to me at [terri@seymourproducts.com?subject=Marketing\\_Idea](mailto:terri@seymourproducts.com?subject=Marketing_Idea) I will publish one idea per week but feel free to send as many as you like. Make your submission about one or two paragraphs, not counting your business info. Thank you!

**In the News**

Facebook Management Has Lost Its Grip on Reality  
[http://www.readwriteweb.com/archives/facebook\\_management\\_has\\_lost\\_it.php](http://www.readwriteweb.com/archives/facebook_management_has_lost_it.php)

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

Hydroponics Made Easy (Go Green)  
The Brown Fairy Book (children)  
The American Family Robinson (western/adventure)  
Amateur Gardencraft (yard/garden)  
365 Luncheon Dishes (ecookbooks)  
Slide Up FX (software/scripts)  
Colon Cancer: The Silent Killer (health/fitness)  
Shockingly Simple Economy of Action Guide (int. marketing)  
Ducks at a Distance (animals/nature)  
eBook of Woodwork Joints (crafts/hobbies)

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

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

### **Let's Do a BOGO!**

For every one ebook you order, get one free! Just order however many ebooks you want and then send me a list of an equal number of titles that you want for free and I will send you the links. Buy 1, Get 1: Buy 20, Get 20: there is no limit!

This special is valid from March 3 through March 6.

**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 **Jim Good** for being last week's trivia winner!  
Good luck to everyone this week!

Last week's Q: *What was the first novel to be written on a typewriter?*  
Last Week's A: *Tom Sawyer*

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 1495 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:**

250 Pie Recipes  
<http://www.seymourproducts.com/ebooks-resell/dl/250Pie-Rec.zip>

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Place Your Classifieds Free

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

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

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

Marketing with free classifieds

<http://www.gaulard.com/2008/09/15/how-to-promote-your-business-using-classified-ads/>

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The Free Web Submission Web Page Analyzer tool acts as a search engine robot and displays how a search engine would interpret your web page. The Web Page Analyzer checks your meta tags in addition to your web page content, and will offer advice to improve each. It will also display the keyword density of your web page. <http://www.freewebsubmission.com/web-page-analyzer.html>

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**Free Download:** Diagram Designer 1.21

Simple vector graphics editor for creating flowchart, diagrams and slide shows.

<http://logicnet.dk/meesoft/DiagramDesigner/>

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Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

Fill in the blank for this week's trivia challenge!

The \_\_\_\_\_ is rated the fourth most intelligent animal.

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

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## eCommerce Marketing Tip

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### Tutorial ... "How to Unzip Files"

Sometimes it's easier for a publisher to Zip several files together into a single 'package' to download.

The Zipping process also compresses the data within the files to make the file 'smaller'. Thus it's quicker to download over the Internet.

Any file you download with an extension .zip is a zipped file.  
For instance mybook.zip is a zipped file.

However, after it's landed onto your PC it has to be UNzipped and UNcompressed before you can read it. And for that you need an Unzipping program.

No other type of program will read a Zipped file!

Normally, when you click on a Zipped file, your Unzipping program immediately takes over and unzips it for you, asking where you wish to save it to.

The most popular program for this task is WinZip and you can get a 30 day trial here .... <http://winzip.com>

You can also find free programs for unzipping your files. Do a search for free file compression program or free zip file program

If you download a zip file and you don't have an Unzip program installed, sometimes a totally unsuitable program like Adobe or Excel will try to open it and then tell you that it can't.

That's like trying to open a tin of beans with a pencil.

Tutorial from the Newbie Club – a free affiliate program for Newbies and Veterans alike. [http://www.newbieclub.com/?web\\_success](http://www.newbieclub.com/?web_success)

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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 \$50 or more, 7% off when you spend \$100 or more, 10% off when you spend \$200 or more, 15% when you spend \$350 or more, 20% when you spend \$500 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!

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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!

*My partner and I reviewed your site and your pricing is much cheaper than anyone else. We have decided to purchase your product. Your quick response to our emails shows great customer service. That's why we have chosen to do business with you. Again we thank you for your Excellent Customer Service.*

*\* Anthony*

*Hello Terri. I see all the praise on your website has NOT been exaggerated!*

*\* Amy*

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### Feature Article

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### The Secret Weapon to Building a Massive List - Trust by Simon Whincop

With the amount of daily junk entering our e-mail boxes these days, most of us will go to great lengths to keep our e-mail accounts spam-free. However, there are many others who subscribe to mail that promotes products and services from websites, mainly because these subscribers are keen to learn more about what is being offered and whether it can benefit them. In fact, they expect to get be kept informed about what's new in the market in their chosen field. Internet marketers love these kinds of customers: they are a vital element of their business. But how do you win over these kinds of cusromers? The internet marketer's secret weapon is trust: When your customers trust you they will reward you with their loyalty.

Send to legitimate subscribers only! To be able to be allowed to send promotional materials such as newsletters, catalogs and marketing media, the first thing you will is need permission from your recipient, so make sure you

only send to people who have willingly signed up to your subscribers' list. Having good material on your website or landing page will already begin to build their trust. After all, they are not going to sign up to something they don't trust.

**Share your expertise:** Gaining your customers' trust should be easy if you give them some of your knowledge and expertise. People rely on other people who know what they are talking about. Gain as much knowledge and information about your internet marketing business as you can. Frankly, if you chose to go into a field you have no interest in it, you should think again.

**Be an expert:** Demonstrate to your clients that you know what you are talking about. Provide them with helpful hints and tips pertaining to your product or market. Talk about how to install programs if you're marketing software or provide articles on exercise if you're a promoting weight-loss products. If your customers see you as someone who knows what you're talking about, they will trust you quickly.

**Use the secret weapon of business - integrity:** In other words, be true to your customers. Provide first class products and services, give money-back guarantees and after-sales services. The more satisfied customers you get, the more likely it is that they will recommend you to others. Recommendations will grow your list ten-fold: people trust someone they know, so when one person recommends you, another will go to your site and check it for themselves, already with an attitude of trust. So make sure you provide top-class, consistent service. Remember not to lose the trust you have gained. Never do anything with their email addresses like sell them or give them out. That is a good way to destroy your list

Provide a get-out clause. Show them that you are not there to trap them. Every e-mail you send should enable them to unsubscribe anytime they want. Providing information on how to unsubscribe from the list on your website form will add to the feeling of trust, Guaranteeing that they can let go of the service whenever they want to. Many people are wary of being stuck for life and will even feel forced to abandon their email accounts when they get over-pestered with spam.

To build a good opt-in list you need people to trust you quickly. And the faster you build your opt-in list, the faster word about your site and internet marketing business will spread. As your opt-in list grows, so will your traffic, spelling more

profits. The math is easy if you think about it. Getting the numbers is not that simple though, or is it?

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Simon Whincop is a successful Internet Marketer and writes on a variety of subjects. Visit <http://www.webcashmillions.com> to find out more about how to build wealth successfully from home as an Internet Marketer.

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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>

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This `n That - A Little Bit of Everything!

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Share Your Soles! Our mission is simple: **To provide gently worn shoes to**

**those in greatest need around the world.** <http://www.shareyoursoles.org/>

Too many people miss the silver lining because they are expecting gold.  
\* Maurice Setter

Free web game where players take the role of mad scientists creating monsters.  
<http://www.golemizer.com/>

**Rest** is not idleness, and to lie sometimes on the grass under trees on a summer's day, listening to the murmur of the water, or watching the clouds float across the sky, is by no means a waste of time. \* J. Lubbock

This week's riddle: What Movie Is It?

Rearrange the following letters to give the name of a popular movie:

**IF TUNES DO SO MUCH**

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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Contact Info

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**Answer to Riddle:** The Sound of Music