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Business Marketing Bulletin
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Top Sponsor Ads
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The Longaberger Company is America's premier maker of handcrafted baskets and offers other quality home and lifestyle products, including pottery, wrought iron, and fabric accessories.

Shop online at
<http://www.longaberger.com/dianaalexander>

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Are you just beginning your VA business? Are you confused on what to do and when to do it? Wondering if you have bit off more than you can chew? Wish someone could just answer a simple question so you could move on to the next task? Well, I have the perfect solution and it's FREE. Sign up today for a FREE 30-day mentoring program for virtual assistants. It's not your standard mentoring program ... this one is self paced. I'll help you at the pace that you want to go, not a pre-determined one. Go to www.typingbug.com/mentoring.html

for more information or email me at deneen@typingbug.com

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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 want to wish you all a very Happy Easter! This week's special is a fun Easter Egg Hunt. Read more about it below.....

Learn the history of Easter and other facts!

<http://www.history.com/topics/history-of-easter>

In the News

The Dire State of the Newspaper Industry

<http://mashable.com/2010/03/26/the-dire-state-of-the-newspaper-industry-stats/>

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

The Art of Buying a Car

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2285

50 Two Minute Shortcuts to Online Business Success

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2286

Redirect It Pro

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2287

52 Sunday Dinners

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2288

Maximum Conversion Rate Tactics

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2289

Healthier You

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2290

Real World Affiliate Profits

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2291

Broad-Sword and Single-Stick

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2292

Intarsia and Marquetry

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2293

The Blue Lagoon

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2294

Presbyterian Worship

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2295

****Weekly Subscriber Special****

Easter Egg Hunt Special!

Have fun finding the hidden egg and get 5 free ebooks too! Find the Easter egg in this issue and get five free ebooks with any order of five or more! Let me know where you found the egg to get your five free ebooks.

This special is valid through April 2, 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 **John Vanse** for being the winner of last week's trivia challenge! Good luck to everyone this week!

Last week's Q: *What is the only word in English language with three consecutive Double letters.*

Last week's A: *Bookkeeper*

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 1820 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:

Easter Recipes, Crafts and Games

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

[The Dos and Don'ts of Ad Swapping](#)

Free help for your business

<http://www.score.org/index.html>

200+ Article Submission Sites

<http://www.beansoftware.com/article-sites-master-list.aspx>

Free Download: Dictionary.NET

Dictionary .NET is a tiny, easy and smart multilingual dictionary translating from/to 60 languages using Google's services.

<http://fishcodelib.com/Dictionary.htm>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

We all know about the Easter tradition of brightly colored eggs. Traditionally, why is this done?

terri@seymourproducts.com?subject=answer

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eCommerce Marketing Tip
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Use CamelCase anytime you write our your url.

CamelCase is capitalizing each word. For example:

<http://www.MyDomainName.com> as opposed to

<http://mydomainname.com>

CamelCase urls are much easier to read and get a much higher click rate!

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Feature Ad
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UNRESTRICTED PLR PACKAGES – NO COST

Subscribe to the Web Business Guide Newsletter

Enjoy monthly No-Cost downloads of PLR packages

- Internet Marketing/Health/Self Improvement + other niches

- get two months downloads [15] on registration

www.thewebbusinessguide.info/registration

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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!

No feedback this week. Feel free to send in your comments or suggestions..... Thank you!

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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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Facebook Pages vs. Profiles: Don't Make the Wrong Choice

by Lani and Allen Voived

If there's one thing we hate, it's to be the bearer of bad news. Okay, we know, who actually likes to be the bearer of bad news, aside from your gossipy Aunt Edna? But we digress.

We've had more than a few businesses and organizations reach out to connect with us on Facebook recently who have set their business/organization up as a personal account, known in Facebook parlance as a "Profile." These are well-meaning folks who have amassed hundreds of connections – "Friends" – and we're just going to be blatant and capitalize the terminology for ultimate clarity.

These businesses/organizations are at risk to lose all the equity they've built on Facebook. Immediately, suddenly, and without prejudice.

You see, Facebook's rules say "Profiles represent individuals and must be held under an individual name, while (Fan) Pages allow an organization, business, celebrity, or band to maintain a professional presence on Facebook."

So if you're using a Profile to represent a business or organization on Facebook, you're violating their Terms of Use, and you could have your Profile – including all Friends, content, and customization – deleted without warning.

Now, what are the chances you'll get found out in the sea of 400,000,000 users? Maybe not huge. But for what it's worth, we know firsthand that it's not an urban legend. It happened to a client of ours, on a product line in which we're not involved. Once we got wind of what was going on, we warned them of the risk. They didn't take heed, and their account got found and axed within the same week.

Thankfully, they hadn't gone too far down the Facebook road on that account – they lost a couple of months of activity and about 200 Friends. But ones who have reached out to us in recent months have many more Friends, and years of content that could literally disappear overnight.

If you use a Profile to represent yourself as a professional associated with a business or organization, you've got no worries. (Unless you maintain a second Facebook Profile for your personal life – that's against Facebook's rules, too.)

If you ARE using a Facebook Profile against their Terms of Use, however, here's what you should do:

1. Create a Fan Page for your business or organization.

Also referred to simply as a "Page," that's the functionality Facebook created just for folks like you.

2. Send a message to all your Friends.

Tell them you're converting your Profile over to represent you as a person by a certain date, and refer them to your newly created Page to continue to interact with your business/organization. In fact, give yourself time so you can send 2-3 messages. When's the first time you remember taking immediate action on something yourself?

3. Follow through.

Even if you think you have no use for a personal Profile on Facebook (you do, but let's not get into that right now), don't waste the equity you've already built up. You've done your due diligence by letting your Friends know multiple times about the change. So make the change, and let your Friends do what they will in response. It's an opt-in/opt-out society.

Good luck with the conversion, and if you have any in-the-trenches stories about this issue, or other related tips `n tricks to share, by all means post `em on our "Epiphanies, Inc. – Social Marketing & Success Strategies" Fan Page on Facebook.

And if you're not on Facebook at all yet, do what you can to get past your hesitations and get on board. 400,000,000+ humans can't be wrong ... can they?

As Certified Social Media Strategists and Certified Inbound Marketing Professionals, Lani and Allen Voivod of Epiphanies, Inc., train teams, craft strategies, and serve as long-term success partners for a handful of global brands, industries, and mission-driven organizations. Find out how they can help your business boost visibility, community, competitive edge, memberships, and profits at <http://facebook.com/AhaYourself!>

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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Thousands of companies that sell wholesale and dropship their products.
<http://www.worldwidebrands.com//?kbid=1028>

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Let's Have Some Fun!
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Site of the Day: Weightloss portal with free advice, articles, videos and tips to help people lose weight and live healthy lives.
www.WeightLossSecretStore.com

Quote of the Day: *I think that no matter how old or infirm I may become, I will always plant a large garden in the spring. Who can resist the feelings of hope and joy that one gets from participating in nature's rebirth?*

**Edward Giobbi*

Fun Free Download: RecWar 1.0

RecWar is a top-down deathmatch game with vehicles. It's a bit like Liero meets GTA. Single player, splitscreen and network play supported. RecWar also includes team game and Capture The Flag play modes.

<http://recwar.50webs.com/>

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.

*It wasn't the Dim Mak that was killing ***. And it wasn't the cancer. He was dying of a broken heart. And maybe, the cancer as well.*

terri@seymourproducts.com?subject=quote

This week's riddle: What Are We?

We are little airy creatures
All of different voice and features:
One of us in glass is set,
And the next is found in jet;
Another you will see in tin.
And the fourth a box within;
If the fifth you should pursue,
It will never fly from you.

What are We?

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: We are the five vowels: A,E,I,O,U

