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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: How to Use Your Ezine Thank You Page to Create a One Time Offer
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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Get Profit-Building Books Free - Before They're Published

Internet marketing veteran lets you read his marketing books while he writes them for Amazon.com.

List-building, conversions, traffic generation and more.

<http://www.OneStopWebSupport.com/newsletter-signup.htm>

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Your ad can be here. Get seen by 1850 subscribers. More info:
<http://www.seymourproducts.com/newsletter/advertise.shtml>

***** **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,

We are still waiting to hear about the financing for our new house. Wish us luck! ;-) This spring has been absolutely beautiful here in WI and I hope everyone else is getting some beautiful weather as well. Spring is a magical time of year.

And Spring arose on the garden fair,
Like the Spirit of Love felt everywhere;
And each flower and herb on Earth's dark breast
rose from the dreams of its wintry rest.

~Percy Bysshe Shelley, "The Sensitive Plant"

In the News

Twitter COO Details New Business Model

http://news.cnet.com/8301-13577_3-20002544-36.html

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

Overcoming the Storms of Life

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2321

ADHD-Helping Your Anxious Child

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2322

My Keyword Crook

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2323

List Building Decoded

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2324

Arizona Nights

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2325

Great Ideas for Mother's Day

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2326

CD Duplication for Beginners

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2316

The New Age Handbook

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2317

Choose to Be Happy

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2318

Weight Lifting and Training

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2319

Cash for Blogging

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2320

****Weekly Subscriber Special****

"Wow, What a Deal" Special!

Our Bigger and Better Package can now be yours for the amazingly low price of **just \$25.00!** This is an incredible offer. Get 220 ebooks plus your own ebook store website, plus unlimited email support plus bonuses!

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=389

All this for just \$25.00! Regular price is \$99.95! To take advantage of this amazing offer, just login to your Paypal account, click the Send Money tab and send payment to terri@seymourproducts.com and I will send your links!

This special is valid through April 23, 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. Good luck to everyone this week!

Last week's Q: *What was the original name of the movie, The Blob?*

Last Week's A: *The Glob*

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 1850 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 Crystal Crypt

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

Build your subscriber list for free

<http://www.thankyouads.com/?r=28005>

<http://www.listinferno.com/?i=10356&c=a1>

Webrings can help increase your traffic

<http://www.seymourproducts.com/webrings.shtml>

More info:

<http://dir.webring.com/signup>

Submit Your Website – Free!

<http://www.submerse.net/>

Free Download: Money on Thread

Money on Thread is simple, quick, and very good to keep your budget under control. In a nutshell, this is a free simple application for personal finance, house budget, or household budget. You add, delete modify the transactions that you usually have (salary, mortgage, rent, bank rate, car rate, credit cards due payments) on the "thread", and thus you can have a quick view when you might have some short cash, or not :-) It's very simple indeed!

<http://money-on-thread.blogspot.com/>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip
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Offer a Free advice Service for Your Visitors

Put an easy to navigate chat room on your site and hold sessions. This can be a great way to build your reputation thus increasing traffic and sales.

How to add a chat room to your site:

<http://www.parachat.com/basic/get-yours.html>

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Feature Ad
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AuctionYen – Software that makes you money!

<http://www.auctionyen.com/go.php?a=547>

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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!

"Purchasing Terri Seymour's book store was an excellent choice to start my own online store. Terri even installed it for me! The shopping cart and Paypal links were already set, ready to receive orders. All I had to do was upload my products, give it a category and a price tag!

*Without any previous experience in web merchant accounts or the ICD webhost, I still was able to accomplish this in a very short time. Adding text and images were very simple. Terri provides excellent customer service! She is so wonderful and patient as I had many questions before and after my purchase. I couldn't have done it without her! Thank you so much Terri!" * Luanne*

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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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How to Use Your Ezine Thank You Page to Create a One Time Offer

By Donna Gunter

Many times, when you sign up for a free giveaway or purchase an item, you are taken to an OTO (One Time Offer) page, where you'll be given the opportunity to purchase a "never to be seen again, one time offer," which is a product that has been discounted for one time only during this one particular transaction. In this transaction scenario, you have two choices: either buy the product now at the special discounted price, or continue on without buying the product and lose access to the special pricing opportunity. However, you can usually buy the product later, but at a higher price.

Normally, these types of offers drive me crazy because there are usually 3-4 "one time offers" bundled together. When you decline one, another one pops up. Sometimes it feels as though the one time offers will never end! However, after watching several videos recently as veteran Internet marketers touted the benefits of the OTO, I wondered if I might be able to use these in my business without being slimy.

Here's how I decided to implement this strategy:

1. Determine the offer. One "one time offer" is quite sufficient for my needs at this point, so I looked through my inventory of products and made a decision on what to offer as a one time unique deal.
2. Name the price. Your OTO needs to offer enough of a price reduction to make it truly attractive to your prospect. In many cases, that means a savings of 40-60% off of the regular pricing.
3. Outline the order of the offer. In many cases, the OTO is attached to another purchase. You'll need to determine if your shopping cart can be configured to handle such an offer. In my case, the most natural place for this one time offer is on my ezine subscription thank you page. I have 2 thank you pages created when someone subscribes to my ezine. The first gives instructions on how to opt into the list. The second, called a "confirmation success page," gives the visitor access to my free giveaway, or client attraction device, once the visitor has

confirmed her email address and opted into my list. For simplicity, I decided to keep my confirmation success page intact, and tie the OTO to my opt-in thank you page.

4. Craft your copy. On your ezine thank you page, give your subscriber instructions on how to get on your list, and below, create your OTO that fully describes what you have available, why it's a great deal, and the special price that you're offering. I also use some OTO graphics that I purchased inexpensively to help me get the message across. Be sure that you give your prospect the option of opting out of this offer.
5. Test your conversions. You can test your conversions in many ways — by changing headlines, graphics, or even at the point you are making the offer. For me, the conversion calculation was pretty simple — was it making me sales? I don't have the figures yet, as I've just started this process, but I'll keep you updated on how I do.

How much money are you leaving on the table by not using one time offers? Give it a shot, and test to see if it increases your sales.

Online Business Coach and Internet Marketing Strategist Donna Gunter helps baby boomers create profitable online businesses that they love. Would you like to learn the specific [Internet marketing strategies](#) that get results? Discover how to increase your visibility and get found online by claiming your FREE gift, TurboCharge Your Online Marketing Toolkit, at ==> TurbochargeYourOnlineMarketing.com

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!

Fill in the blanks: Men are 6 times more likely to be _____ than women! terri@seymourproducts.com?subject=answer

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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: In 2004, People For the American Way Foundation launched a strategic, long-term leadership initiative, Young People For (YP4), to invest in the next generation of leaders and build a long-term national network for young progressives. <http://www.youngpeoplefor.org/>

Quote of the Day: *Climb the mountains and get their good tidings. Nature's peace will flow into you as sunshine flows into trees. The winds will blow their own freshness into you, and the storms their energy, while cares will drop off like autumn leaves. *John Muir*

Fun Free Download: Halloween Madness

For centuries Halloweys are trapped in the castle of evil Xsavyer. Many men tried to save them from the curse but no one succeed. It is said that only the chosen one can save their lost spirits. Halloween Madness is a highly addictive 3-match game which have magical scrolls, awesome items, spectacular special effects and many other funny surprises, For this challenging puzzler, you will need your strategic skills and high reflexes to get the ultimate in fun! It's easy to enter but hard to exit from the world of halloweys. <http://www.kingandme.com/halloween-madness.asp>

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.

"Please don't tell my kids I died taking a poop".

*(I changed the last word from s**t to poop to protect the innocent) ;-)*

terri@seymourproducts.com?subject=quote

This week's riddle: Who Am I?

The moon nine days old,
The next sign to Cancer,
Pat rat without a tail,
Now sir, I'll have your answer.

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: Cleopatra.

A crescent moon looks like a C, the sign after Cancer is Leo, and if you take the ending, or tail off pat rat, you get pat ra.