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**Business Marketing Bulletin**  
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**Top Sponsor Ads**  
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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)

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Get your ad 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,

I sent out an announcement of our latest subscriber special on Sunday so if you did not receive it, be sure to read about it in our Weekly Subscriber Special section. If you are thinking of starting your own successful online business, or if you want a large scale inventory for your own ebook store, you will definitely want to check it out. Feel free to email with any questions.

**In the News**

The Meta Tag is Back with a Vengeance

<http://blog.searchenginewatch.com/100423-150049>

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

Forum Marketing Basics Course

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2327](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2327)

Colocation Demystified

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2328](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2328)

Cardio Exercise Equipment

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2329](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2329)

Elite Social Marketing

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2330](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2330)

Easy Articles

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2331](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2331)

SEO for Busy Marketers

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2332](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2332)

The Twitter Blueprint

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2333](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2333)

Down-Adown-Derry(Book of Fairy Poems)

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2334](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2334)

Greener Ideas for Greener Living

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2335](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2335)

Home Workaholics

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2336](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2336)

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

I want to remind you that we are now offering our entire inventory of over 2230 products, plus three months of new ebooks free, plus unlimited email support, plus a complete ebook store website for just \$275.00! Plus, if you have already purchased ebooks from us, we will take that into consideration for an even lower price.

I know this is something you want to think over so if you are considering it, just email me and you will be locked in for the special price through Friday, April 30<sup>th</sup>. This is a great opportunity for anyone looking to start or expand their online business! Thank you! [terri@seymourproducts.com](mailto:terri@seymourproducts.com)

**This special is valid through April 30, 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](mailto:terri@seymourproducts.com?subject=answer)

I am sorry to say there was no winner of last week's trivia. Good luck to everyone this week!

**Last week's Q:** *Men are 6 times more likely to be \_\_\_\_\_ than women!*

**Last Week's A:** *Struck by lightning*

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>

## **Social Marketing Sites**

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:**

History of Ancient Civilization

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

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If you use WordPress for your site, this tutorial might help you

<http://themeshaper.com/wordpress-theme-template-directory-structure-tutorial/>

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Free SEO Tools

<http://www.scrubtheweb.com/abs/>

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Free Blog Promotion

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

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**Free Download:** Alfa eBooks Manager

Alfa Ebooks Manager is the program for making a personal catalog of e-books.

<http://alfaebooks.com/?q=products/alfaebookmanager/overview>

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

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eCommerce Marketing Tip  
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Add a Tell-A-Friend form to your website. Make it easy for your visitors to spread the word about your site.

<http://www.tamingthebeast.net/articles3/tell-a-friend-script.htm>

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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](mailto:terri@seymourproducts.com?subject=feedback)  
We appreciate all feedback, good or bad!

*"Terri is very knowledgeable in her field and is always there to help. She handles everything in a timely manner and responds quickly when you have questions. Terri is a wealth of information and I highly recommend her services." \* Denice*

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

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## Feature Article

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### **How to Write a Press Release – 12 Top Tips**

by Nick James

A press release is the standard way to alert the media, and increasingly, the online public, about what you are doing or selling.

The press release forms part of the public relations artillery and should be used wisely. Though mostly written and distributed by PR professionals, you too can competently write your own press releases, if you keep the following 12 key points in mind.

1. Think of the 5 'Ws': The press release mantra is WWWWW. Before you do anything, think Who, What, When, Where and Why. Fail to include this vital information and it's a total Waste of time

2. The golden first paragraph: this is your chance to grab the media's attention, so make it punchy. The first, short paragraph should announce the '5 'W's' and the rest of the press release will expand upon it

3. Newsworthy: We call it the 'news' because it is 'new.' What makes your story press-worthy? What is new about what you are doing? Is there new research? The media love stories about anything that is the biggest, smallest, fastest, world's first or most exciting. Think of all the ways your story is new, include them, and back up your claims

4. Concise: A press release should never, ever be longer than two pages of A4. One page is ideal. Keep the font neutral and the layout clear — a 1.5 line spacing is best

5. Contact: Always include your contact details at the bottom of the press release. That's your full name, phone number, mobile and email address

6. Personal touch: Include a quotation which communicates your key messages in a lively way. Sound 'thrilled' or 'excited' about what you are announcing. If it's not really interesting or exciting news, you shouldn't bother the press with it

7. Proof, proof and proof again: it is unacceptable to send out a press release full of grammatical errors. Get someone else to proof it, then print it out and proof it again

8. When emailing your press release, include it clearly in the main body of your email. The media probably won't bother opening your word document attachment

9. Balance: it's a fine, fine line between spin and being downright misleading. Go for an attention grabbing headline, but don't lie or over-hype your story and NEVER USE CAPITALS AS IT WILL ONLY ANNOY PEOPLE

10. Write for the task in hand: your press release is not a submission for a prose writing competition. Keep it clear, informative and as factual as possible. Have fun with the headline, but don't over use 'fluffy language' in the main body of the release

11. It is not a sales pitch: refrain from 'sales speak'; this is not the place. A press release serves to inform the media about a newsworthy event, not flog a product like in an advert (although, that is the desired byproduct of course)

12. And lastly: use press releases wisely. Expanding your home office into a purpose built garden shed may be big news in your family, but probably less so on the global stage. Put out strong stories and get a good name for yourself. Put out rubbish and, well, it's your reputation that'll be at stake.

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Nick James is a true example of a self made success. He offers the inside track in every aspect of internet business creation and development. Right now he's giving away a Free Income Secrets DVD for only ♦1 S&H while stocks last! [Free Nick James DVD](#)

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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](http://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>

The shortest war in history was between Zanzibar and Great Britain in 1896. How long did this war last? [terri@seymourproducts.com?subject=answer](mailto:terri@seymourproducts.com?subject=answer)

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Let's Have Some Fun!  
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**Site of the Day:** Xeko is an award-winning eco-adventure animal trading card game. Cool site too. Fun for kids, helps 'em learn and stuff!  
<http://www.xeko.com/>

**Quote of the Day:** *We tend to forget that happiness doesn't come as a result of getting something we don't have, but rather of recognizing and appreciating what we do have. ~Frederick Keonig*

### **Fun Free Download: Puzznic**

NiMuSi Puzznic is a remake of the classic puzzle game. It is a puzzle in which the player pushes the pieces around a maze, trying to get matching pieces together. Any matching pieces are eliminated, and you need to eliminate them all to win. <http://www.nimusi.net/downloads.htm>

### **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.

*"I told myself I can pass any test a man can pass."*

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

### **This week's riddle:** What Am I?

A riddle of riddles it dances and skips;  
It is read in the eyes, though it cheats in the lips:  
If it meets with its match, it is easily caught;  
But if money will buy it, it's simply worth nought.

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](mailto:subscribe@seymourproducts.com)

To not receive this newsletter:  
Send any email to:  
[unsubscribe@seymourproducts.com](mailto:unsubscribe@seymourproducts.com)

Contact Info:  
Terri Seymour  
[terri@seymourproducts.com](mailto:terri@seymourproducts.com)  
[support@seymourproducts.com](mailto:support@seymourproducts.com)

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**Answer to Riddle:** Your Heart