

=====
Business Marketing Bulletin
=====

April 6, 2010 Issue #199

Terri Seymour, Publisher

<http://www.seymourproducts.com>

terri@seymourproducts.com

© 2010 All Rights Reserved Worldwide

=====
In This Issue
=====

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 Add Value to (and Increase Prices on) Resale Rights Books
10. Feature Ad
11. Let's Have Some Fun!
12. Subscription Management & Contact Info

=====
Top Sponsor Ads
=====

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>

=====

Your ad can be here. Get seen by over 1800 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>

=====

What's New?

=====

Hello everyone and welcome new subscribers,

Terry and I have decided that apartment living just isn't for us so we are shopping for houses. Wow, what fun! ;-) It's much easier now when you can look them over online but the pics you see online can sure be misleading. We went to look at a beautiful old house last night. The online pics made it look almost like an old southern mansion but when we saw it in "real life" – yikes, what a shack! ;-) We get to look at a couple more today. Wish us luck! ;-)

To anyone else who might be house-hunting – good luck to you as well.

In the News

Cloud Computing Hauled Over the Coals

<http://www.sitepronews.com/2010/04/03/cloud-computing-hauled-over-the-coals-by-greenpeace/>

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

PPC Marketing Millions

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2296

Article Master Series

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2297

Creating Perfect Affiliate Bonuses

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2298

Natural Pain Management

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2299

Super Help Desk Girl

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2300

Leadership Development

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2301

Newbies University

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2302

Having Fun with Magic

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2303

Bruce Lee Training Guide

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2304

Playing Online Texas Hold em

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2305

****Weekly Subscriber Special****

Time for a BOGO!

For every ebook you buy, you get one free! Just order your ebooks and then email me the same number of titles that you would like for free! ;-)

This special is valid through April 9, 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

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

Last week's Q: *What is the traditional reason for coloring Easter eggs bright colors?*

Last Week's A: *To celebrate the bright sunshine of spring!*

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 1823 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>

=====
Freebies & Biz Helpers
=====

This week's free ebook:

Wool Knitting and Crochet

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

Free Advertising Network

<http://www.impressionz.com/uk/>

Boost Your Traffic – Free Tutorial

http://www.siteground.com/website_promotion.htm

Submit Your Blog – Free!

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

Free Download: NolaPro

NolaPro v4.0 is a **free**, web-based Business Management and Accounting Suite. It includes all standard accounting modules as well as order entry, inventory tracking, full payroll services, and plug-ins such as point-of-sale, a business-to-business web portal, and an ecommerce shopping cart.

<http://www.nolapro.com/index-5.html>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

What famous child star was born on this day in 1976?

terri@seymourproducts.com?subject=answer

=====
eCommerce Marketing Tip
=====

Leave What's in Vegas, in Vegas!

It might be pretty if your site looks like a Las Vegas nightclub, but your visitors will probably get confused and lost in the glitter and go onto another site. You want a clean, uniform design on all pages which should also be easy to navigate.

Don't add a ton of flashing lights or signs and be sure to research what colors are best to use on your site. Colors can make a big difference!

=====
Feature Ad
=====

Stand out from the crowd!

Send high-impact newsletters, video emails, and follow-up campaigns that hit their revenue targets!

<http://www.GetResponse.com/index/Seymour>

=====
Feedback
=====

Please send in your comments, suggestions, questions, etc to terri@seymourproducts.com?subject=feedback

We appreciate all feedback, good or bad!

I am so glad that I found you. You provide wonderful customer care. You're the bomb!

* Luanne

=====
Helpful Ezines
=====

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

=====
Feature Article
=====

How to Add Value to (and Increase Prices on) Resale Rights Books
by Jeff Baas

Resell rights books can be a really sweet deal. You can find titles for just about any niche you're in. They offer a quick and easy way to get a sellable book out on the market. You pay a small, one-time fee to buy rights to resell a downloadable book that offers resale rights.

From that point on, you can sell as many copies of that book as you want and keep all the profits without paying another cent of royalties. Other than that small, up-front cost, you keep 100% of the profits.

The downside of resell rights

Some marketers, though, hesitate to make the small investment in a resale rights book. They hesitate because they know they won't be the only one selling that title.

They fear that the market will become saturated with that title. They think that prices will spiral lower and lower as competitors consistently undercut prices and turn that hoped-for gusher of profit into a mere trickle.

I won't deny the validity of that fear. If your book is absolutely identical to what everybody else sells, it seems like the only way to differentiate yourself is by being the lowest price on the market. Yet with each price cut, your profits shrink further.

Finding something other than price to differentiate your books

Low price is not the only way to differentiate yourself, though. You can differentiate yourself also by providing higher value.

How can you provide higher value with something you can't change, though? You can't change what's in them. How, then, can you add extra value?

You can provide add-ons that turn the resale rights book into a package deal. That lets you price your books higher than those who sell them as standalone products. And you can price them higher without losing sales.

Create a cheat sheet or a quick-start guide

One type of add-on you can do is a cheat sheet or a quick-start guide. This works especially well if you can break the book down into either a step-by-step process or a high-level summary of the key points of the book.

People gladly pay for convenience. If you package your book with something that makes it quicker or more convenient to use the information in the book, you've created more value for your offer than your price-cutting competitors provide. That means buyers will be willing to pay a premium to get the book from you.

Create a companion guide to the book

Another way to add value is to create a companion guide to the book. Your companion guide walks buyers through the book, pointing out key points to

which readers should pay special attention. You also give additional tips from your own expertise on the subject, beyond what is in the book.

The extra value this approach adds is something your price-cutting competitors cannot match by offering only the book itself. In addition, it brands you as an expert in the field.

You're not just some middleman, selling a book by some other expert. You position yourself as an expert in your own right, qualified to comment on the work of another expert and add even more helpful ideas that the original expert didn't cover.

Create a companion audio or video guide to the book

If you want to increase the perceived value of your offering even more, offer the material you would put into a companion guide into audio or video format instead of ebook format.

Buyers associate content that comes in audio and video formats with a higher degree of expertise. Make use of those formats to increase the perceived value your offering even more.

No, you don't have to have Hollywood or Nashville training to do video or audio. Sign up for an account with FreeConferenceCalling.com or some other conference calling service. You can record a teleseminar and download the audio that you then offer as a bonus to anyone who buys your resale rights book.

The same applies for video. A video conferencing service like GoToMeeting.com will let you do a video presentation and record it as a video that you can download and package with your book as a bonus. (Be aware, though, that [GoToMeeting](http://GoToMeeting.com) charges after your 30-day free trial.)

Promote the teleseminar or webinar to your list. Hold it as a live event. Demonstrate your expertise in that area. Then use the downloadable audio or video ever after that as a bonus for your book.

Final thoughts

Granted, each of these strategies requires additional effort on your part. They each do two things, though.

First, they help you brand yourself as an expert in your area. This makes your buyers more likely to come back to you for future purchases.

Secondly, these strategies add unique value to the resale rights books that you sell. This frees you from the competitors who compete solely on the basis of price. It lets you place your price higher than your competitors and still sell as well or even better.

Yes, these strategies take extra work. Experiment with them, though. I think you'll find that they are well worth the extra effort as they bring you extra profits.

About the Author

This article, by online marketer and author Jeff Baas, was reprinted with permission from his online book previews. Jeff shares the books he writes with his subscribers as he writes them. If you'd like to preview his next book for free before it sells on Amazon.com, sign up at <http://www.OneStopWebSupport.com/newsletter-signup.htm>

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!

=====
Feature Ad
=====

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

=====
Let's Have Some Fun!
=====

Site of the Day: www.MovieGuys.org is dedicated to delivering movie news, and reviews to our readers. We are not critics that just write plot outlines, or poo-poo every film that isn't backed by a major company. We are real people who write honest opinions about the films we watch

Quote of the Day: *We are each burdened with prejudice; against the poor or the rich, the smart or the slow, the gaunt or the obese. It is natural to develop prejudices. It is noble to rise above them.* *Author Unknown

Fun Free Download: Driving Speed 2

Driving Speed 2 is a free high quality racing game for your PC. Choose from four high powered V8 muscle cars and race against up to 11 computer controlled opponents on two touring car circuits.

<http://www.wheelspinstudios.com/drivingspeed2/index.html>

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.

"That's what we're gonna call it. I got worms"!

terri@seymourproducts.com?subject=quote

This week's riddle: What Is It?

**It lives in the deepest jungles,
and it came from outer space,
it uses the trees and camouflages itself,
and has a really hideous face.**

Answer at the end of the ezine.

=====
Subscription Management
=====

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

=====

Legal Disclaimer

The Business Marketing Bulletin does not make any warranties, express or implied, regarding the use of the links that we provide in our advertising. We don't guarantee the accuracy, completion, usefulness or legality of any advertisements, resources, information, products, services, income processes or programs. We disclaim any responsibility and/or all liability arising out of, or relating to, any item listed in this ezine, and/or websites.

=====

Answer to Riddle: It is The Predator!