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Business Marketing Bulletin  
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Top Sponsor Ads  
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**THE HIGHEST PAID PROFESSION**

Very Little (if any) Cash Required to Start! No Experience Necessary! ~ No Education Requirements! Full Time or Part Time! ~ Work from Home or Office!

Very Little Real Competition! And ... it even FINANCES ITSELF!

Check it out at: <http://www.davidbreth.net/HiPdPro>

P.S. -- By the way ... Ross Perot, Sam Walton, and Bill Gates were all involved in the Highest Paid Profession.

**\*\*\*Marketing During Changing Times\*\*\***

Changing times requires changing courses...literally! It's no longer business as usual. Tips, articles, resources, and more for addressing new concerns, changing values, and priorities for helping you help your clients during changing times.

FREE e-book: Step It Up-Unique Marketing Strategies

Visit <http://www.WriteBusiness.net> To Subscribe

**\*\*\*\*\* 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 would like to wish everyone a safe and Happy Easter holiday.

[http://www.happydaycards.com/holidays\\_aj/easterflowersandeggs.html](http://www.happydaycards.com/holidays_aj/easterflowersandeggs.html)

You will notice that in today's list of new ebooks there are several going into the business category. The reason for that is because I got a request for an ebook package that is more geared for people who have an offline business

and not just for online business owners. I am hoping to have this package available by the end of the week or early next week so if you are interested stop by and check it out. If you have any requests for a package, just let me know at [terri@seymourproducts.com?subject=package-request](mailto:terri@seymourproducts.com?subject=package-request) Thank you!

### **In the News**

News Blogs are Becoming the New Online Newspapers

<http://blog.searchenginewatch.com/090403-135206>

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

The Buy Impulse (business)

Small Business Success Secrets (business)

Retail Business Riches (business)

How to Gain and Retain Customers (business)

Aromatherapy Can Change Your Life (self-help)

Get Rid of Warts, Moles and Skin Tags the Natural Way (beauty/fashion)

Caring for Your Hair (beauty/fashion)

Horse Training (pets)

Timeless Sales Strategies (business)

How to Get Your Ex-Lover Back (romance/relationships)

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

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

Happy Easter Special!

Go on an "ebook hunt", find 10 or more ebooks, order them and then get five free! After you finish your "ebook hunt", just email me the titles of the five you would like for free. Go on as many hunts as you like as long as you find 10 or more in each hunt for the five free bonus ebooks! Thank you!

This special is valid from April 7 through April 10.

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 Michael Cushman for being last week's trivia winner!  
Good luck to everyone this week!

Last week's Q: *What female singer/actress has more gold and platinum albums than any other solo female artist?*

Last Week's A: *Barbra Streisand*

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.shtm> 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 1550 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: Delicious Candy Recipes

[http://www.seymourproducts.com/ebooks-resell/dl/Candy\\_Recipe.zip](http://www.seymourproducts.com/ebooks-resell/dl/Candy_Recipe.zip)

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99+ Offline Marketing Ideas

<http://www.goodmarketingideas.com/offline-marketing-ideas.htm>

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FREE SEO Tutorial

<http://www.seo-guy.com/tutorial.html>

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List your website for free.

<http://penyet.net/>

<http://websitespromotiondirectory.com/>

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Free Download:

iFreeBudget is free personal finance and budgeting application. It is designed for home and small business users with simple interface and fast user interaction. It is safe and secure with password based encryption for storing all financial data. <http://www.ifreebudget.com/>

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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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About Us Page

It is very important you have an About Us page on your website. When people visit your website and consider ordering from you, they want to know who you are and if they feel they can trust you. I have been to many sites where I could not even find the name of the site owner. I automatically leave when this happens. It makes you think.....if the site owner cannot

even tell you their name, how can they expect people to order from them and trust them! Put your name and contact info on every page of your website. Don't just rely on Contact Us forms. Make it easy for people to contact you!

**Always** let people know who you are and that you will be available to them if they have questions or concerns!

Easter is on April 12<sup>th</sup> this year so if you are the third person to send in the name of a famous person (famous for any reason) who was born on April 12<sup>th</sup>, you will be the winner of this week's Trivia Challenge.

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

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Feature Ad  
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### **Designing on a Budget**

Learn how to decorate and design on a dime! Created by a professional Interior Designer, this budget interior decorating manual will show you how to decorate cheap, for a fraction of retail prices! Includes everything you need to start your budget design project right away! Sign up for our free budget decorating newsletter, or Order this money-saving guide at <http://www.designingonabudget.com>

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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!

*Thanks Terri! Keep up the good work...you truly are a pro at this! \* Livvie*

*Hello. I am a subscriber to EntireWeb Newsletters and I've read your article about how to spring clean your website... I really liked your ideas, so I wanted to see more about the author.....\* Aniko*

*To read the above article you can click here:*

[http://www.seymourproducts.com/articles/clean\\_website.pdf](http://www.seymourproducts.com/articles/clean_website.pdf)

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## Feature Article

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### How to Write a Successful Ad by Terri Seymour

Buying advertising slots and spreading your ad all over the net won't do much good if the ad does not get anyone's attention. Your ad must motivate people into following the call to action contained within the ad. Advertising is an art and we need to learn that art to write effective, profit-pulling ads. If you know some of the proven tips on how to write effective ads, it can make all the difference for your business and advertising budget.

**The Importance of the Headline:** The success of an advertisement lies mostly in the headline. The headline needs to capture the reader's eye and make him want to read the rest of the ad. Research shows that five times more people read just the ad headline than the entire ad so you need to make it a good one!

The headline should be centered around the product and what it can do for the customer. Do not fill your headline with hype. Make it catchy but do not try to mislead or trick the customer into buying.

For example: If you are selling a pain relieving product, instead of this headline:  
*Painkill Takes Care of Pain*

Try this headline:

*Are You Tired of the Pain – Take Painkill!*

Once you write an attention getting headline, you need to focus on the problem of the customer and show them that your product is the solution to that problem. Use short, concise sentences that get right to the point. The reader isn't interested in reading a novel.

For example:

*Are You Dealing with Everyday Pain? Be Pain Free with Painkill!*

The ad needs to motivate the customer to buy your products. The product is not what sells, what sells is what the product can do for the customer. Thus, you need to focus on the benefits of the product, not the features. Always proofread your ad and correct all spelling and grammar mistakes. Your ad needs to be professional!

For example:

Instead of:

*Painkill contains this ingredient and that ingredient for more effectiveness!*

Try this:

*Painkill will free you of your pain!*

The last thing your ad needs is a "call to action". Don't assume that the customer will know what to do to get your product. Always provide a call to action to get them to act now!

For example:

*Call now for a 25% discount on your first purchase.*

Or:

*Order online now at [painkill.com](http://painkill.com) and save \$5.00!*

**Power Words:** Power words are words that can persuade, entice and motivate people to do what you want them to do. They are used by politicians, public relations personnel, public speakers, etc.

Some common power words you can use are: Free, Secret, Proven, Guarantee, New, Innovative, Improved, Save and the word that is listed as the #1 power word is YOU. You should definitely try to use the word "you" in your headline. This personalizes the ad and makes it about the individual reader.

So, when writing your ad, remember the following guidelines:

1. Grab their attention with your headline.
2. Focus on the benefits of your product, not the features.
3. Let the customer know how the product can help them.
4. Use power words that can increase the chance of a sale.
5. Motivate them into a call to action NOW!

Following these tips should raise the success of your advertisements, saving you money and increasing your sales!

About the Author:

Terri Seymour (also known as "The eBook Lady") has over ten years online experience and has helped many people start their own business. Visit her site at <http://www.seymourproducts.com> for resources, \$1 resell ebooks & software, free tutorials, affiliate programs, free ezine and free business ebook with Master Resell Rights. <http://www.seymourproducts.com/free.shtml>

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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 [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 your business.

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Feature Ad  
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Get more traffic with this free program!  
<http://www.trafficswarm.com/go.cgi?659014>

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This 'n That - A Little Bit of Everything!  
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Lots of information and advice on colleges, college admission, scholarships, online degree programs and related topics for traditional and non-traditional age students. <http://college-scholarships.com>

*Success is the sum of small efforts, repeated day in and day out.*

**\* Robert Collier**

DreamBox Learning is the only math learning game that guides kindergarten, first grade and second grade children to succeed by giving them individually-tailored instruction. It is solid math wrapped in fun web-based adventures that kids love! And they'll be learning the math that's vital to their future. <http://www.dreambox.com>

*Happiness resides not in possessions and not in gold; the feeling of happiness dwells in the soul.* \* **Democritus**

**Fun Free Download:** Highway Pursuit

Highway Pursuit is a modern game taking its inspiration from a number of classic arcade games. It's an action-packed 3d blast along roads filled with enemy agents -- but also with innocent civilians that you should protect at all costs. [http://www.adamdawes.com/windows/win\\_hpursuit.html](http://www.adamdawes.com/windows/win_hpursuit.html)

This week's riddle: How Many Cards???

A hand of cards consists of one Queen, two Diamonds, three Aces, and four Spades. What is the minimum number of cards the hand could contain?

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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Answer to Riddle: Seven Cards is the Minimum