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Business Marketing Bulletin
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Terri Seymour, Publisher

<http://www.seymourproducts.com>

terri@seymourproducts.com

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Top Sponsor Ads
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We now have openings for top sponsor ads

<http://www.seymourproducts.com/newsletter/advertise.shtml>

We offer thousands of products at below wholesale prices.

Click on the link below for details.

<http://www.dropship-business.com/index.html?aid=273583>

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

***** **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,

Memorial Day is almost upon us already and I wish you all a safe happy holiday weekend! Here are some interesting facts about Memorial Day and America's Wars. <http://www.history.com/minisites/memorial>

NOTE: Because of Memorial Day next week the Bulletin will not be sent out

until Tuesday evening or Wed. morning, but it will go out! ;-)

I have just added a new package to our line-up that a lot of you might be interested in. It is a complete recipe package with the ebook store and bonuses. All for just \$25.00 but if you order today, it can be yours for just \$15.00. Just Paypal payment to me at terri@seymourproducts.com and I will send the link. Find out what you can get for just \$15.00 here: http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=1827

Let me know if you have any questions. The next package will be a Self-Help Package, (unless I get a request for something different). ;-)

In the News

This Is Getting Ridiculous: Cat Amasses Half Million Twitter Followers in 3 Months
<http://www.techcrunch.com/2009/05/16/this-is-getting-ridiculous-cat-amasses-half-a-million-twitter-followers-in-3-months/>

Hey, he is a very cute cat! LOL

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

Auto Launch End Maker (software/scripts)

Danger in Deep Space (sci-fi/fantasy)

The Enchanted Island (children)

Peter Piper's Practical Principles of Plain & Perfect Pronunciation (education)

100Weight Loss Tips (health/fitness)

Round Games with Cards (entertainment)

The Ultimate Guide to Relaxation (self-help)

Debt Credit Repair 750 (money/finances)

A Bird-Lover in the West (animals/nature)

365 Foreign Dishes (ebooks)

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

****Weekly Subscriber Special****

Two Packages for the Price of One!

Choose any two of our \$25 niche packages (store included) and get them both for just \$25.00! That is 70 ebooks plus store and bonuses for half price! Just order one as usual and then email me with your choice for your

second package and I will send the link. This is a great time to get started on your store or even add to your existing store inventory!

This special is valid from May 19 through May 22.

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

Last week's Q: *Fill in the blank: The bestselling books of all time are The Bible (6 billion+), Quotations from the Works of Mao Tse-tung (900 million+), and _____ (100 million+)*

Last Week's A: *The answer I had was Lord of the Rings but apparently there were several correct answers.*

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 1595 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.shtm>

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:

A Book of Natural History

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

Free Tutorial on How to Use Traffic Exchange Programs Effectively

<http://ucanto.com/te-guide.html>

Here is one to try:

<http://www.trafficswarm.com/go.cgi?659014>

A lot of home business people have a hard time using the phone to drum up more business. Here are 50 tips that might help you:

<http://ucanto.com/article-50-phone-tips.html>

Free Classified Advertising

<http://freebizadsweb.com/placead.asp>

<http://www.e-classifieds.net/>

Free classified advertising can and does work. Be sure to write an effective ad and let the readers know how your product/service can benefit them.

Free Download: Fresh HTML

Fresh HTML is a software to create and edit pages for the world wide web. Its "WYSIWYG" (what you see is what you get) interface makes editing HTML pages as easy as using your favorite word processor. Its built-in editor allows advanced users to fine-tune HTML codes to fit their needs. This software is 100% free, no spyware, and updated regularly.

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

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip
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Swap Endorsements with Other Quality Sites!

Find quality sites that compliment your business and offer to swap endorsements. Endorsements are more powerful than just swapping ads and they can do a lot to encourage your visitors to order from you.

What famous actor turned down the role of the Terminator which shot Arnold Schwarzenegger to stardom? terri@seymourproducts.com?subject=answer

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Feature Ad
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---->\$10 - STOP! Too many leads.
150K high quality leads a month \$10
Too good to be true? I use 'em.
They work for me. Any product/program
<http://www.eztrafficrevolution.com>

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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!

"Terri is in my yahoo group. I find her very professional, honest and helpful."
* Carole

Thanks Terri, Hard to find people that would like to share their learnings to success. Nice to know there are people like you around willing to help.
* Hayden

"Terri is passionate about business and offers concrete information, advice, tools and resources for business owners to build a successful business."
* Jen

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Feature Article
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3 Reasons to Have Your Article Published on Smaller Websites

by Steve Shaw

The main reason why website owners love article marketing is because it's an effective way to build long term traffic to a website.

Here's how that works:

When you do article marketing, you're writing articles on the general topic of your website, and then submitting the articles to article directories and other online publishers.

When website owners need content they will look at article directories and select articles that they'd like to re-publish on their website. Each time your article is picked up for re-publication, your resource box (including a link back to your website) is also published.

So, as more and more publishers pick up your article, you build more and more links.

Pretty much every person who's doing article marketing knows the power of building links and also that the links contribute to an elevated search engine ranking, but a question that I get repeatedly is this:

"What would be the benefit of having my article published on smaller websites? I mean, those websites don't have authority in Google's eyes—why bother with them?"

I would answer that there is definitely benefit to having your article published on websites of all sizes—big, medium and small websites.

The big websites are the ones that attract the most attention—everyone wants a link from a website that is seen as an authority in Google's eyes. But there are a few reasons why you should solicit publication on lesser known websites too:

1) Yes, one way that article marketing builds traffic is by increasing your search engine ranking for your keyword terms, but don't forget that traffic is also driven to a website through your articles themselves.

For example, a potential customer might find your website in one of the following ways:

*By doing a Google search for your keyword terms, and then finding your article or your website listed in the results.

*By stumbling across your article and then clicking the link in your resource box that leads to your website.

The first way is indirect traffic—a potential customer has to do a search for your keyword terms, and then your article or your website appears high up in the search engine rankings.

The second way is direct traffic—the person visits a favorite directory or otherwise stumbles upon your article, and then just clicks from your article through to your website.

A link from the bigger websites will aid your cause if you're trying to rise up in the search engine rankings. A link from an authority site can help boost Google's estimation of your article and in turn help your website jump up in the rankings.

But a link from any size website (even small ones) can help you build direct traffic. Direct traffic is independent of Google and search engine rankings—if a reader happens to see your article on a website, they can go directly to your website from your resource box.

For this reason, it is a good idea to have your article published on as many sites as possible. The more website's that pick up your article for publication,

the more opportunities for your potential customers to see your article (and then click through to your website).

2) Imagine this—even a newbie website that has only 50 visitors a day creates 50 chances for your article to come before the eyes of potential customers.

Would you turn down the opportunity to speak to 50 potential customers if you had the chance?

I think not.

Then why pass up the opportunity to have your article published on as many websites as possible—small, medium and mega-sized sites?

3) What is a small site today is not necessarily a small site tomorrow.

Websites grow and change in their authority and ranking (thankfully!). Instead of discarding the idea of getting a link from a lesser known site, why not go for that link now, when the site is still in its infancy, and then ride the escalator up with their increasing success?

There is merit to receiving backlinks from online publishers regardless of size. Yes, the mega size sites offer more benefits, but that doesn't mean that links from other sites are worthless.

If you think about it, it's kind of like comparing mega bookstores with independent bookstores—this is Amazon vs The Corner Bookstore. When an author has a book that she wants people to buy, she will make certain that her book is available on Amazon, but she will also take an interest in the smaller bookstores.

As an article marketer, your article is your book, and it's your job to market it. Don't you want it appearing in as many "bookstores" as possible?

So you'd like to super size your results by submitting to multiple publishers of all sizes, but how? Steve Shaw created the web's first ever 100% [automated article distribution service](#), SubmitYOURArticle.com, which distributes your articles to hundreds of targeted publishers with the click of a button. For more information go to=> <http://www.SubmitYOURArticle.com>

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 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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Increase Web Traffic & Search Rankings via High-Quality Relevant Link Exchange. Simple - Effective - Affordable!

<http://linksmanager.com/cgi-bin/neka/neka.cgi?AID=28065>

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This 'n That - A Little Bit of Everything!
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According to the Federal Trade Commission, Identity Theft is the fastest growing crime in the United States. Yet, most of us are unprepared until something happens. Protect yourself, protect your family and protect your identity! <http://www.identitytheftmanifesto.com/>

Humorous Quotes:

*"It is amazing how quickly the kids learn to drive a car, yet are unable to understand the lawnmower, snowblower or vacuum cleaner." * Ben Bergor*

*"Women are like cell phones. They like to be held and talked to, but push the wrong button, and you'll be disconnected." * Unknown*

*"God gave men both a penis and a brain, but unfortunately not enough blood supply to run both at the same time." * Robin Williams (on Clinton/Lewinsky affair)*

Fun Free Download: ABC Kid Genius

Teach children the Alphabet, Numbers, Counting, Reading and Spelling using sound, pictures and video clips. Using the recognition method, babies and toddlers learn by watching auto rotating lessons. <http://kidgen.net/>

This week's riddle: Word Play

Which of these words is the odd-one-out?

**BENEFIT FLOTSAM HIJACK
ROSEBUD SUITED TRUMPETER**

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 Any Email to:
subscribe@seymourproducts.com

To not receive this newsletter:
Send Any Email to:
unsubscribe@seymourproducts.com

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Contact Info
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Terri & Terry Seymour
Owners, Seymour Products
Publishers, Business Marketing Bulletin
terri@seymourproducts.com
support@seymourproducts.com

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Answer to Riddle: Benefit – starts with a boy's name, the rest of the words end in one.