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Business Marketing Bulletin
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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

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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,

What a wonderful long weekend! The weather was beautiful (and I hope it was for you as well) and today it is raining, which we very much need! Did you know that raindrops can fall at speeds of about ___ mph. Fill in the blank for this week's trivia! terri@seymourproducts.com?subject=answer

The niche packages have been doing very well but please remember if you have any requests for niche packages, I would love to hear them.

In the News

Authority Sites on the Rise

<http://www.sitepronews.com/2009/05/25/authority-sites-on-the-rise/>

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

Turning the Herd into Cash PLR (business)

Instant Video Marketing Secrets (internet marketing)

Maximum Profit Private Label Rights – PLR (ebook reselling)

37 Ways to Prepare for College PLR (education)

Successful Career Change Tactics Revealed PLTR (jobs/careers)

Organic Gardening for Beginners PLR (yard/garden)

Easy Ezine Profits PLR (blogs/ezines)

On the Trail of the Space Pirates (sci-fi)

Breakfast Dainties (ecookbooks)

Fireball Thumbnail Maker (website design/graphics)

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

****Weekly Subscriber Special****

Extra Special Special!

I recently added dozens of free ebooks to our biggest package and would like to offer a special deal on this package.

If you purchase our Bigger and Better eBook Store Package,

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

I will throw in our Giant PLR Package here:

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=926

In total you will receive 300 ebooks plus your own ebook store plus bonuses!

Just order the Bigger and Better Package and I will send you the link for the Giant PLR Package! Thank you!

This special is valid from May 26 through May 29.

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 **Todd L** for being last week's trivia winner!
Good luck to everyone this week!

Last week's Q: *What famous actor turned down the role of the Terminator which shot Arnold Schwarzenegger to stardom?*

Last Week's A: *Mel Gibson*

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 1605 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 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:

Adventures in Savage Africa
<http://www.seymourproducts.com/ebooks-resell/dl/saAf.zip>

Learn how to set up a form on your site.

<http://www.thewebseye.com/setting-up-a-form.htm>

Learn the basics of HTML.

<http://www.w3.org/MarkUp/Guide/>

Free Web Promotion 101 eBook

<http://www.market-tek.com/>

Free Download: 4ASoft Agenda

Organize your work and personal time efficiently with our free software, **4ASoft Agenda**. With this tool, you can now eliminate about paper-based, spreadsheet and other outdated systems.

<http://www.4asoft.com/solution.php?sol=20&language=en>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip
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Increase Your Search Engine Ranking

Type in keywords that relate to your site. Visit the top ten or 20 sites that come up and get your link on them. You can do it by buying advertising but a better way would be to exchange links, submit articles, participate in their message boards, post on their blogs, leave comments in their guestbook, etc.

Email the owners and suggest a as swap or other joint venture. Offer your free ebook or report to their visitors. Write a testimonial for them to put on their site.

Getting your link on these high-ranking sites will surely increase your rankings as well.

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Feature Ad
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The Newbie Club

Free affiliate program, free tutorials, ebooks, resources and more!
http://www.newbieclub.com/?web_success

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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!

First, let me tell you how much I love your site! I am a newbie just starting to research and get into affiliate marketing. I had narrowed it down to ebooks and then I came upon your site. It's simple, easy to read and follow and looks great! I've also joined your newsletter, which is one of the best

I've seen so far. I just received the current issue and there was the answer to my prayers and all my searching! 2 niche stores for \$25!! Thank you!
* Linda

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Feature Article
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How to Write an Effective Subject Line

by Terri Seymour

Email marketing can be very effective if your email actually gets read. Unfortunately because of spam many people will delete most of their email without ever reading it. This is where the subject line comes in.

Writing an effective and attention getting subject line will dramatically increase the chances of your email being opened and read and acted upon. You want to make your subject line as short and descriptive as possible while giving the person a reason to want to open and read the actual email.

Below are some tips on how you can write such a subject line:

1. Keep your subject line short. You want to try to keep it around or below 50 characters.
2. When possible, personalize your email. For example: *Mary, do you need to increase your sales?* This can increase the chance of the email being opened and read.
3. Make an announcement similar to a headline: *New Company to Reveal Innovative Sales Strategy*
4. Make the reader curious with your subject line: *New Innovative Sales Strategy Revealed.....*
5. Just as when writing an ad, you need to stress the benefits the person will get

from your email: *Learn exciting new sales strategy!*

6. Write a few test subject lines and read them from a customer's point of view. Would that subject line get you to open the email? Take note of what emails you open and why. What did the subject line say that got your attention?

7. Don't hype up your subject line with unbelievable offers. Be straightforward and let the reader know what the email is about: *Immediate \$10 Discount*

8. Use the word "you". This will make the reader feel it is for them personally: *You Get a Free \$10 Coupon*

9. Make the subject line a teaser so the reader will want to know more: *Here's how you can save \$25.00.....*

10. As always, use correct grammar and spelling. Would you open this email: *i can save you muneey.....*

11. Use new and fresh subject lines with every email. Do not use a standard subject line such as: *Save Money with ABC Inc.* People will get tired of the same old subject line and your openings will severely decline.

12. Use power words and action words such as reveal, secret, innovative, improve, save, success, etc. but without sounding like spam: *Improve Your Spending Habits*

13. Asking the reader a question is an effective way to pull a response: *Do you need to cut your bills?*

14. Instead of just naming one person you can name your entire target audience: *Moms! Learn how to help your child sleep better.*

15. "How to" ebooks and manuals sell very well so why not a "How to" subject line: *How to Increase Your Sales*

You can also mix these various tips to form an even more compelling subject line. The subject line is an extremely important part of your marketing campaign so do

not take it lightly. Learn all you can about how to write a more effective subject and be sure to test them. Make the recipient want to open your email, not delete it!

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>

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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The meanings and origins of over 1,200 English sayings, phrases and idioms. Whether you want to resolve a friendly argument over how a saying or phrase originated or whether you just enjoy words, you'll probably find something here to interest you. <http://www.phrases.org.uk/>

"When life is too easy for us, we must beware or we may not be ready to meet the blows which sooner or later come to everyone, rich or poor."

* Eleanor Roosevelt

"Slate is a daily magazine on the Web. Founded in 1996, we are a general-interest publication offering analysis and commentary about politics, news, and culture." <http://www.slate.com/>

Fun Free Download: DBA Online

DBA Online is a historical tactical and strategic game, which is built to be played via the Internet. Take command of armies from Old Kingdom Egyptian to Wars of the Roses and enjoy online fighting with real people today! <http://www.dbaol.com/>

This week's riddle: Name That Movie!

Rearrange these letters to give the title of a 1970 movie:

BILL MET GIANT

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

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Contact Info
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Terri & Terry Seymour
Owners, SeymourProducts.com
terri@seymourproducts.com

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Answer to Riddle: The movie is: Little Big Man!