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Business Marketing Bulletin
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Top Sponsor Ads
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<http://www.seymourproducts.com/newsletter/advertise.shtml>

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<http://www.icdsoft.com?aff=terriseymour>

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What's New?
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Hello everyone and welcome new subscribers,

Since we are getting settled I will hopefully be getting the next niche package into the store soon. If you are interested in any of the following categories, just click and send in your vote. The one that gets the most votes will be the next package I do. This package will include 35 ebooks from the selected category for only \$10.00 (limited time for subscribers).

Just click and send to the category you are most interested in. Thank you!

Jobs & Career

terri@seymourproducts.com?subject=jobs

Software

terri@seymourproducts.com?subject=software

Entertainment and Leisure

terri@seymourproducts.com?subject=entertainment

In the News

Is the Future Getting Brighter for Google Buzz?

<http://www.webpronews.com/topnews/2010/06/14/is-the-future-getting-brighter-for-google-buzz>

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

Paddle Your Own kayak

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2397

Heal Yourself

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2398

Essential Aromatherapy

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2399

Unlock Your Mind Power

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2400

Articles Into Videos

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2401

Best Investment Ideas

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2402

Finding JV Partners

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2403

Get Success Results

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2404

Handling the Sun and Sunburn Naturally

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2405

WordPress Video Course

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2406

****Weekly Subscriber Special****

Pick a Person

I will list 5 people from history and you choose your favorite to get free ebooks. Each person will get you a different number of free ebooks. They will all be between 3 and 10 free ebooks. To get your free ebooks, you must order 5 or more ebooks from our store and then choose one of the people from the following list:

George Washington

Abraham Lincoln

Harriet Tubman

Florence Nightingale

Benjamin Franklin

Once you order your ebooks at <http://www.seymourproducts.com/ebooks-resell> email me with your choice and I will let you know how many free ebooks you can choose. terri@seymourproducts.com Thank you!

This special is valid through June 18, 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

Congratulations to **Jo Lynn Francis** for being this week's winner of last week's trivia. Good luck to everyone this week!

Last week's Q: *According to superstition, what will happen if a woman is buried in black?*

Last Week's A: *She will come back to haunt her family!*

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 1885 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:

The Superstitions of Witchcraft
<http://www.seymourproducts.com/ebooks-resell/dl/supwi.zip>

Lots of Great Resources for Internet Marketers!
<http://www.site-reference.com/>

Free Accounting and Bookkeeping Tutorials
<http://www.dwmbeancounter.com/>

20 Tools for Tracking Your Social Media Marketing
<http://www.sitepronews.com/2010/01/12/are-your-ears-burning-20-tools-for-tracking-social-media-marketing/>

Free Download: Calibre 0.7.2

Calibre is meant to be a complete e-library solution and thus includes, library management, format conversion, news feeds to ebook conversion as well as e-book reader sync features. <http://calibre-ebook.com/>

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

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eCommerce Marketing Tip
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Take Advantage of Every Email You Send

Use your subscribe address in your sigtag when you post to message boards, send emails to email discussion lists and anytime you send out an email. This is a very simple, yet effective way to get people to subscribe to your mailing list. For example:

Free ebook to help you build your business.
subscribe @ subscribere.com

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Feature Ad
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Come check out Angel Bottom's Boutique www.angelbottomsboutique.blogspot.com
Do you have photos that have gotten damaged? Photos of Grandma that need touched up? Send them to me and I will give them a fresh look! Check out my blog <http://www.jolynnfrancisstudios.blogspot.com> for prints of nature and barns
Are you a homeschool mom/dad? Getting ready for the upcoming school year?

I have or can get ebooks on any school subject.
<http://www.angelbottomsboutique.ecrater.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!

I would like to know if you could resend me the copy of the #2 disc as while I was on vacation my dog chewed up my DVD.

Just to let everyone know you can request replacement DVDs if you have ordered our entire inventory. There will be a small charge of \$10.00 for each replacement DVD to cover materials and shipping. Just let me know anytime you need one.

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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

Tips for Writing Effective Sales Copy

by Robin Nobles and Stephen Mahaney

Without fail, every single time I lead a Search Engine Workshop, I get a bevy of questions on *how to write effective ad copy*. Obviously, the many elements involved have received voluminous regard in myriad books, lectures and seminars spanning more than seven decades. So, to simplify such a wide ranging subject is difficult, to say the least.

Regardless, there are many easily identified basic elements and strategies that can be applied to lay the foundation for solid and effective sales copy. So, without further adieu, here's a grab bag of recommendations that I've gleaned from my own experience combined with the tips I've received from other well respected authorities on the subject.

Customers buy benefits not features. As the old saying goes, *sell the sizzle not the steak*. Always remember that features have a **purpose**. Never assume the customer will figure out for themselves what that purpose (benefit) is. It's a mistake to write about a *3Ghz computer* without connecting the fact that such a system is blazing fast and then talk about what it will do for them.

Forget about waiting for your programs to load! ...our new 3Ghz chip makes computing so blazing fast that you'll be challenged to keep up even if you're a wizard on the keyboard.

Always view your product, and your copy, from the customer's point of view. When you read what you write, put your copy to the test by saying.

so what!
who cares!

...because your customers will. Think about it, don't you when you read someone else's sales pitch? ...we all do. That is why...

You must present a unique and compelling reason for a customer to do business with you – a reason that stands out in a crowd of competition. This concept is most frequently referred to as your *unique selling proposition (USP)*.

Ask the questions: What is it about your product or service that is unique? What do YOU offer that your competitors can't?

These questions may not always elicit easy answers but, nevertheless, you must find, and articulate, good answers to them.

Do you offer...

the lowest price,
the fastest delivery,
the best guarantee,
the only widget available this side of the planet Saturn?

...what compels me (the selfish, I-don't-give-a-heck-about-you, customer) to do business with you when I can choose from a basketful of your competitors?

Once you truly grasp this fact of marketing, it becomes easy to see that finding the right USP and articulating it in your sales copy can literally spell the difference between (excuse the cliché) success and failure. It truly **is** that important.

Make sure your site loads within 30 seconds or less. No matter how effective your content is, if your visitors have to wait for your page to load, you'll lose them. Remember, we live in an increasingly impatient world where time is precious. People tend to think there's something wrong with slow loading sites and they don't want to do business with losers.

Pay attention to layout. Place your headlines where they will be seen first and arrange your presentation in an orderly fashion. It has been said that effective sales presentations are arranged somewhat like a *tour*. There's a beginning, middle and an end - in that order. Avoid putting the customer in control of the order in which they participate in the tour.

Give them a focal point - an obvious place to start reading as well as a well laid-out path to follow all the way to a conclusion. Tell them up front what you're selling or offering. If they have to guess, you'll ultimately be the one guessing why they left your site without buying.

Use graphics (images) to invoke emotion or to draw the eyes to text you want your readers to see. Do not use graphics to gratuitously fill space. Always ask yourself what you want the graphic to accomplish. Does it demonstrate the product? ...illustrate a benefit? ...promote a professional image? ...or draw attention to an important section of a page? All of these are good answers and validate the use of graphics.

Images can be powerful but space upon a page is precious and not to be frivolously squandered. Always strive to get the largest possible return from each of your images. Use them to invoke positive emotions. A picture of a happy family getting into a brand new car is more appealing than just a picture of the car.

If, on the other hand, an image or graphic lacks purpose, then lose the graphic.

And, by the way, be especially careful with the purpose; *'promotes a professional image'*. Remember, your customers care less about your image

than you do. Hard to believe, but it's true. Professionalism is good. But, customers always care more about themselves than they do about you. So, stay *benefit oriented* and focus on your USP. Those two factors alone will generate sales far better than a professional looking image-enhancing (slow loading and space consuming) corporate logo.

Pay particular attention to your headlines. This is where you sell the sizzle, not the steak. Your headline must articulate a benefit, a USP! Many ad copy writers spend more time refining their headline than they do the body copy of the ad. And, don't be afraid to test different headlines against each other while leaving the rest of your offer the same.

Also important is that first paragraph. Studies have shown that if you can attract the readers interest with the headline and then maintain interest throughout the first paragraph, then chances are far greater they will complete your entire sales presentation (tour). The first paragraph of your sales copy should solve a problem or clearly articulate what benefits are forthcoming once a customer becomes involved with your product or service.

Use credible testimonials. Encourage them from your customers and place them strategically along the "tour" to help validate certain points of your sales presentation. Of course, the testimonials must be legitimate. There are laws that forbid fabricating testimonials.

Avoid using abbreviations and trade terms. Use the language that your least informed customers might use and be sure to expand acronyms. The last thing you want your prospects to feel is "stupid" – and confusing them is also bad for business. Even the most sophisticated prospect will not object to your *spelling things out* by explaining in terms that anyone can understand.

A word on long sales copy. It's okay to have long copy as long as it isn't b-o-r-i-n-g! Tests have shown that honest-to-gosh, cash-in-hand buyers will read long copy for as long as they aren't bored. That's why ALL copy must be succinct, to the point, but tell the whole story with the precision of a surgeon performing a delicate operation.

Obviously, this takes practice. Start by writing everything that you want to say and then start whittling it down, combining it, and organizing it into a lean, mean, benefit oriented sales presentation that tells the whole story without a single wasted word. Your goal is to keep your qualified prospects *excited* about the *solution* they are about to possess as a result of doing business with you.

Truth-be-known, qualified prospects will read everything as long as it isn't boring. On the other hand, tire kickers (the unqualified prospects) will not read long copy. But, neither will they read short copy. And from a sales perspective, who cares – they weren't going to buy anyway.

So, when it comes to long copy, you must first ask yourself *who's reading it?* ...and then strive to capture and captivate the interest of the qualified prospects only.

Make the text easy to read. Know your market and fashion the text to fit their eyes. Studies have shown that 12pt Times New Roman is easiest to read in paper and ink format. However, the Internet is different. When reading from a computer, people prefer 12pt Arial font (like this) or, when smaller, 10pt Verdana (which looks like this).

Break the paragraphs into easy-to-read pieces. Use bulleted or numbered lists, mini headings, bold type, and heading tags to further facilitate the one-bite-at-a-time, easy-to-chew page appearance.

These layout strategies enable the reader to skim quickly through your sales page while comprehending a great deal of your presentation without having to actually read every single word.

Closing strategies: depending on the nature of your product or service you might find it beneficial to offer a bonus, a guarantee, or a payment plan to further define your USP and to help close sales.

Remember the *call to action!* Never assume a prospect will know what to do next. You must tell them. Spell it out clearly what you want them to do next.

pick up the phone and call.
complete the order form.
sign up for the newsletter.
join our forum.

Then proceed to explain what will happen once they've completed the process and take a moment to review the benefits, bonuses, and guarantees.

Last but not least, I'll share a tip that most professional ad copy writers use and one I highly recommend. **Read everything you write out loud.**

The idea is to ferret out the sections that cause word stumbling. Restructure and reword them so your readers won't stumble too. Be on the lookout for overused words and listen carefully to the *rhythm and tone* of the message as you connect with the general flow of the content in its entirety.

Remember also to apply the "so what ...who cares" argument to test the validity of your presentation points. Trust me, your customers will. So, you might as well give your sales copy the acid-test ahead of them. Here's where you must seek and destroy those self-serving company platitudes and overtly impressive credentials that tend to bore the motivated prospects who (rightfully) care only about themselves. In other words, put your credentials on an 'About Us' page and focus your sales message on solutions and benefits for the customer.

In Conclusion

This list may not be the complete list but it certainly is an important one. And, if ever you're at a loss for what to say in your sales copy, start with the most basic task of all – interviewing your customers to find out what *they* want. From there it's a matter of crafting a presentation that leads the customer toward *having* what they want by purchasing it through you.

Robin Nobles teaches 2-, 3-, and 5-day hands-on [search engine marketing](#) workshops in locations across the globe (SearchEngineWorkshops.com) as well as online [SEO training](#) courses (OnlineWebTraining.com). They have recently recently launched [localized SEO training](#) centers through SearchEngineAcademy.com, and they have expanded their workshops to Europe Europe with [Search Engine Workshops UK](#). They have also opened the first networking community for SEOs, the [Workshop Resource Center \(WRC\)](#).

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!

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Feature Ad
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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>

Do you ever watch the credits at the end of movies? They can contain some interesting things. Which movie contains an end credit congratulating Prince Charles and Princess Diana on their recent wedding?

terri@seymourproducts.com?subject=answer

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Let's Have Some Fun!
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Site of the Day: How Products Are Made explains and details the manufacturing process of a wide variety of products, from daily household items to complicated electronic equipment and heavy machinery.

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

Quote of the Day: *When I die, I want to go peacefully like my Grandfather did, in his sleep -- not screaming, like the passengers in his car. * Unknown*

Fun Free Download: Conquer Online 2.0

In the mythical ancient Kungfu circle, an evil guild has risen in power to dominate the once peaceful world. Living under its terror, a group of courageous men and women has gathered to improve their skills to fight against the evil guild and bring justice back to people's lives.

<http://co.91.com/>

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.

"Don't be alarmed, ladies and gentlemen. Those chains are made of chrome steel."

terri@seymourproducts.com?subject=quote

This week's riddle: What Am I?

I can sizzle like bacon,
I am made with an egg,
I have plenty of backbone, but lack a good leg,
I peel layers like onions, but still remain whole,
I can be long, like a flagpole, yet fit in a hole,

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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terri@seymourproducts.com
support@seymourproducts.com

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Answer to Riddle: I am a snake!