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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>

"Discover The Amazing Hidden Talents Of Your Humble Keyboard – And Open Up A World You Never Knew Existed"

http://www.newbieclub.com/keyboard/?web_success/

"Keyboard Magic is incredible! ...You have achieved a remarkable feat considering that I have the technical ability of the average house plant. Thank you, thank you, thank you!" Kent E. Butler, Editor, Publisher

***** **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 ask you all a couple of questions and would appreciate any input. For answering the questions, I would like to offer you a free feature ad in the Bulletin. Just click on the links provided and send in your answer. Then send me your ad, up to 6 lines, 60 characters per line. Thank you!

Have you had any problems ordering from the store?

terri@seymourproducts.com?subject=ordering_problems

Is there anything you would like to see added to the store?

terri@seymourproducts.com?subject=added

The purpose of these questions is to offer you an even better shopping experience at Seymour Products and to make sure we have what you need!

In the News

Does Microsoft's Bing have Google Running Scared?

http://news.cnet.com/8301-10805_3-10264417-75.html

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

The Sheridan Road Mystery (mystery/suspense)

Japanese Fairy Tales (children)

The Innocents- A Story for Lovers (romance)

WordVertiser (software/scripts)

How to Get Rid of a Toothache Naturally PLR (health/fitness)

How to Make a Movie PLR (jobs/careers)

A Plain Cookery Book (ecookbooks)

eBook of Model Boats (crafts/hobbies)

Caves of Terror (western/adventure)

Digital Products management System (ebook creating/reselling)

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

****Weekly Subscriber Special****

Grand Slam Summer Special!

Choose any 25 ebooks you would like for an incredibly low \$10.00! This can also include the ebook store, (if you choose). Just go into the store, order 10 ebooks and email me with the exact titles of the remaining 15 and if you would like the ebook store. I will then email you your links.

And just a reminder, if you purchase hosting using this link:

<http://www.icdsoft.com?aff=terriseymour> I can install your store for you plus make you a store banner at \$0.00 extra cost.

This special is a great opportunity to get started with your own ebook store

or just to add a store to your existing site. If you have any questions about this opportunity, just let me know. terri@seymourproducts.com

This special is valid from June 16 through June 19.

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 **Leigh Anne** for being last week's trivia winner!
Good luck to everyone this week!

Last week's Q: *What actress who has earned up to 20 million per movie, first found work as a bill collector?*

Last Week's A: *Demi Moore*

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. I am also looking for ad swaps from other ezine publishers. BMB now goes out to 1632 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:

The Poetry of Robert Browning
<http://www.seymourproducts.com/ebooks-resell/dl/RB-poetry.zip>

Free Software to help you post your ads to free classified sites.
<http://ucanto.com/adwizard32.exe>

PR.com is a unique business community where you have a Full Company Profile with which to promote your business, post products and services with full descriptions and images, distribute press releases, post job opportunities, and more. <http://www.pr.com/>

For those of you who want to sell on eBay but aren't sure how to go about it, here is a step by step selling tutorial.
<http://www.business-opportunities-internetonline.com/articles/step-by-step-ebay-a67.html>

Free Download: Lotus Symphony 1.3

Office productivity software that is intuitive, easy to use and provided at no charge. Compose documents, create presentations, build spreadsheets and more! <http://symphony.lotus.com/software/lotus/symphony/home.nsf/home>

What beautiful actress was born on April 29, 1958?

terri@seymourproducts.com?subject=answer

If there are multiple correct answers, all will be accepted.

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip
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Use attractive graphics/photos to sell your products.

Any product or service you sell can be sold more successfully with attractive and attention-getting graphics. If you sell ebooks, be sure to use well-made ecovers. If you sell jewelry, have the photos professionally or attractively taken. Graphics can make all the difference in sales.

More Info:

[http://www.cyber-spy.com/ebooks/ebooks/Using-Graphics-To-Increase-Sales-\(ebook\).pdf](http://www.cyber-spy.com/ebooks/ebooks/Using-Graphics-To-Increase-Sales-(ebook).pdf)

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Feature Ad
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It's the end of a long, hard day! Imagine sliding down into the relaxing waters of your bathtub surrounded by glowing lighted candles of all sizes. Pillar, votives and even tea lights with fragrances that take you to a fantasy world, melt away the stress, and bring serenity back to life Visit <http://seabymecandles.com> Green, Clean and recyclable

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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 haven't been over your entire website just yet, but it looks almost too good to be true. * Rohan*

I get this statement a lot – too good to be true. When I first discovered the ebook selling business, I also thought it was too good to be true. All these products you could sell for as much as you like and keep all the money instead of a small commission. It seemed like it was too easy to be legit. But it is and I am glad I got started. If you have any questions at all about the ebook business, please let me know and I will answer them to the best of my ability.

*Hi, I am trying to buy some of your ebooks but having problem with the paying process, when I click on check out it does take me to Paypal page but then it gives me an error. * Gloria*

Unfortunately this does happen from time to time but there is a very simple solution. Just go into your Paypal account, click the Send Money tab and send your payment for the ebooks you want to me at
terri@seymourproducts.com
Email me with the ebook titles and I will send the links ASAP! Thank you!

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Feature Article
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12 Strategies for Effective Email Marketing Campaigns

by Chuck Matthews

Most people do not send effective email messages. I know. I spend a lot of time analyzing email messages for our clients, and measuring and tracking their effectiveness.

Whether you send large email newsletters or just use email to communicate with friends, colleagues and customers, following these twelve strategies will make your email more effective. So, here's my list, compiled and crafted

from years of experience and quantitative analysis of tens of millions of messages we've sent out for our clients:

1. One Main Message Per Email:

The most effective email messages have one main idea or concept. I spent a summer as an intern at the White House, helping to read and answer the mail. The writing staff taught that the strongest messages were ones that didn't distract people with extraneous information. Before you start writing a message, write down what you're trying to communicate. Or at least think about your message before you start writing.

The most effective messages are ones that are crisp, clear and concise.

2. Keep it Short:

If you're like me, the phone rings off the hook, people walk over to your desk to ask you a question, and other people are instant messaging you. And then your cell phone starts ringing. It's enough to make anyone a bit crazy and give you Attention Deficit Disorder. Our collective attention spans are very short. People simply have too many distractions to wade through a really long email.

You might think they need all of the information. But when people are faced with dense blocks of text, many people's eyes glaze over. And then they ignore the entire message. And thus, the most effective email messages are short. Two or three short sentences in length. Perhaps a couple of bullet points. And perhaps the short message is followed by supporting material, an attachment or a link to more information on a website. Enough said. I'll try to keep this section short.

3. Keep it Relevant:

I believe that attention is the most important asset of any business or organization. What do I mean by this? If your messages are relevant, your recipients will pay attention to what you are trying to say. If you send email that isn't relevant — they will quickly stop paying attention to your messages.

It's easy to get into a mentality where you want to send everything to everyone. And with email newsletters or mass broadcasts, it's not that expensive to do. However, once someone feels your messages aren't that important, they will simply stop reading them.

4. Reply Early & Reply Often:

With the huge volume of spam, it's tough to know if your message got through. Right now, four out of every five emails sent over the Internet today is spam. With so much junk, it's easy for your message to get lost, trapped in a junk mail filter, or simply piled up in someone's ever-expanding

inbox. So you start to worry when you haven't heard back from someone that you emailed a couple of days ago. Hmmmm, you say. Did that person get my message? Should I send it again? If I do, will that bug them? Am I being too pushy?

So when you're on the other side of the email message, it's really important to reply early and reply often. What you're doing is letting them know you (a) received the message and (b) that you care.

5. From Line:

The single most important part of an email message is the From line. If the person you're sending to doesn't recognize your name, your message will be at best skipped over. At worst, it will be simply deleted without opening. Most email programs show a friendly display name instead of the plain email address.

The From line of your email (friendly display name) should have your full name and organization in it. The culprit is that many people have only their first names listed in the friendly From display line. Most of the time the messages aren't too racy, but with email programs that automatically fill in an email address when you start to type a first name, it's easy to email the wrong person something that could be seriously career limiting.

6. Subject Line:

After the From line, the subject line is the second most important part of an effective email. If you forget to include a subject line, your message is much more likely to go into a junk mail folder, or just not be opened.

Email marketing professionals live and die by subject lines. A good subject line will sum up what the message is all about, but still entice someone to open the message, read it, and take action. Including the company name in the subject line can increase open rates by up to 32 percent to 60 percent over a subject line without branding. (Jupiter Research)

7. Personalize Each Message:

Except when being called into the principal's office, everyone likes being called by their name. In this impersonal world of email messages, people like to know that you know who they are, and that you care about them as a person.

Nothing is worse than a highly demanding email that is sent without being addressed to someone by name and is out of context. I'm much more willing to help someone who personalizes the message to me, and gives me a non-threatening reason why this needs to really be done by tomorrow.

8. Always include your contact information:

I can't tell you how many times I've not returned a call promptly because I didn't have someone's contact information readily available. In this age of iPhones, Blackberries and cellphones, it's rare that I have a phone number memorized. So many people rush through their phone number, making it virtually impossible to write down the number without having to go back and listen to their message a couple of extra times.

Ideally, you should always give your phone number, say it slowly, and repeat it twice so that someone can write it down and then make sure it's correct. Effective emails always include a signature line with contact information. You should include your contact information in every new message or every message you reply to.

9. Strong Call to Action:

In direct marketing or email correspondence, most of the time you want someone to take a specific action when they receive your message. The most effective email messages always have a strong call to action, telling the recipient what you want them to do.

Email is a low context medium. It doesn't transmit behavioral clues like voice inflection that might otherwise indicate what you want a person to do. So it's important to be direct and ask what you want the other person to do. It sounds basic, but it's a key to effective email.

10. Paste Links & Get on the Same Page:

How many times have you felt that the person receiving your email just isn't on the same page as you? A lot of times it's literally true. You might be thinking that they are looking at one page on a website, when in fact they are looking at something completely different.

I know I've been frustrated by this in the past. Simple pasting a link into an email is the best strategy. Again, it seems simple, but it can mean the difference between confusion and clarity. Sending someone the exact link to the website page you are discussing gets everyone on the same page.

11. Use Folders & Filters:

If you're like me and you receive a lot of email, you can use folders to store messages from different people or clients. In most email programs, you can set up automatic rules (often called filters) that will place all messages from Joe into a specific folder. That way you can review all of the messages Joe sends over to you, reply to the ones that need attention, and not have to spend the time moving the messages from the inbox to another folder when you're finished.

This one strategy has made me amazingly more efficient at dealing with the large volume of email I receive each day (usually about 950 messages per day).

12. Know when email doesn't work:

Pick up the phone instead... Email remains one of the primary ways that businesses communicate internally among their staff, and externally with their customers, suppliers and other stakeholders. However, make sure you recognize when email is losing its effectiveness.

It's easy to hide behind email when we don't want to speak to a scary client or team member. I've been guilty of that as well when I have a million things going on. But sometimes a three minute conversation can clear up the confusion inherent in five days of back-and-forth email messages.

Chuck Matthews - Most people do not send effective email messages. I know. I spend a lot of time analyzing email messages for clients, and measuring and tracking their effectiveness. Whether you send large email newsletters or just use email to communicate with friends, colleagues and customers, following these strategies will make your email more effective. So, here's my list, compiled and crafted from years of experience and analysis of millions of messages.
http://www.customerparadigm.com/index/21/Articles_Media.php

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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Dream of pursuing a freelance writing career? Two **free** tools to help you make that dream a reality: WriteSuccess ezine for **weekly** info and resources at <http://writesuccess.com>, and WriteSuccess on Twitter for **daily** leads to writing jobs, contests and more at <http://twitter.com/writesuccess>

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This 'n That - A Little Bit of Everything!
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Pick a thought... read the threads. Submit your own. This is a hard one to explain. You just have to look for yourself... www.twistori.com

Success is to be measured not so much by the position that one has reached in life as by the obstacles which he has overcome. * Booker T. Washington

Life.com: Real or Fake? Look at a bizarre photo and decide if it is real or fake, then get the answer. <http://www.life.com>

If you want your life to be more rewarding, you have to change the way you think. * Oprah Winfrey

Fun Free Download: Ahriman's Prophecy

Amaranth Productions proudly introduces Ahriman's Prophecy, a beautiful fantasy world doomed to be destroyed by the demon, Ahriman. In a desperate attempt to stop the prophecy, the Daughters of Light send you, a young but powerful magic wielder, on a difficult quest to unlock the secrets of the prophecy and hopefully, learn how to stop it. You can find several other characters to join you on your quest, each with their own abilities and weapon options to help your party.

http://www.amarantia.com/modules/oledrion/product.php?product_id=5

This week's riddle: What is the Quotation?

Here is a quotation with all the spaces and vowels removed. What is the quotation?

TRRSHMNTFRGVDVN

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: To Err is Human, to Forgive Divine * Alexander Pope