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**Business Marketing Bulletin**  
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Top Sponsor Ads  
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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,

I hope everyone is having a wonderful summer so far! I have had some requests for ebooks such as "As a Man Thinketh" (which is in the new ebooks list this week) and would like to know if anyone has any additional requests. If you are looking for a particular ebook or an ebook on a particular subject, just let me know and I will do my best to find it for you.

I know you could probably find it yourself but you would more than likely end up paying more than \$1.00 for it. So, if you need anything specific, just let me know. Thank you!

**In the News**

Spammers Exploiting World Cup to Target Attacks  
<http://www.webpronews.com/topnews/2010/06/22/spammers-exploiting-world-cup-to-target-attacks>

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

Forex Trading (with bonuses)

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2407](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2407)

Killer Video Conversions

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2408](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2408)

Honor Your Dad (with bonuses)

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2409](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2409)

Handbook of Conundrums

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2410](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2410)

The Mysterious Affair at Styles by Agatha Christie

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2411](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2411)

As a Man Thinketh

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2412](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2412)

Cheerfulness as a Life Power

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2413](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2413)

Beating Stress

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2414](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2414)

Meditation for Everyday Living

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2415](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2415)

Dirty Marketing

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2416](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2416)

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

### **How about a biggie for this week?**

Buy as many as the \$15.00 niche packages as you want for just \$10.00 each. Just choose all the packages you want, then login to your Paypal account, click the Send Money tab and send payment to me at [terri@seymourproducts.com](mailto:terri@seymourproducts.com). Then email me the list of packages you want and I will send the links.

**This special is valid through June 25, 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](mailto:terri@seymourproducts.com?subject=answer)

Congratulations to **Pam Brechlin** for being the winner of last week's trivia. Good luck to everyone this week!

**Last week's Q:** *Which movie contains an end credit congratulating Prince Charles and Princess Diana on their recent wedding?*

**Last Week's A:** *An American Werewolf in London*

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!

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## **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:**

Shop Management

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

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Free Online Business Course  
<http://www.sba.gov/training/index.html>

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Free Link Exchange Program  
<http://www.tradeweblinks.com/>

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Free Advertising for Your Website  
<http://www.free-banners.com/>

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**Free Download:** Desktop-Reminder 1.16.0.0

Desktop-Reminder is a freeware task planner for Windows to manage your tasks and other to-dos in easy way. Always during start of Windows it lists all tasks, which are urgent for that day. In case, there is additionally time of day in task defined, according notification message will be shown, when the time comes. <http://www.desktop-reminder.com/en/index.html>

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

*How long can the average person live without sleep?*  
[terri@seymourproducts.com?subject=answer](mailto:terri@seymourproducts.com?subject=answer)

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eCommerce Marketing Tip  
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Build Your Business with Free eCourses

Compile a series of articles and turn them into a mini ecourse. Give step by step info and provide helpful resources to compliment said info. Always provide links to your website, ezine and any products that are applicable. You also want to have your email on every page so it is very easy to contact you. Assemble your course on a free autoresponder and start offering it to your subs, visitors and submit it to fellow webmasters for distribution.

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Feature Ad  
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Are you looking to grow your biz?  
Are you looking to learn more and increase your income?

Internet Marketer and Super Affiliate Lynn Terry  
is reopening access to her elite brainstorming group

Learn more about this awesome reasource  
and watch your biz grow! <http://bit.ly/95bGYK>

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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!

*"Purchasing Terri Seymour's book store was an excellent choice to start my own online store. Terri even installed it for me! The shopping cart and Paypal links were already set, ready to receive orders. All I had to do was upload my products, give it a category and a price tag! Without any previous experience in web merchant accounts or the ICD webhost, I still was able to accomplish this in a very short time. Adding text and images*

*were very simple. Terri provides excellent customer service! She is so wonderful and patient as I had many questions before and after my purchase. I couldn't have done it without her! Thank you so much Terri!"*

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

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Feature Article  
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**How To Use LinkedIn To Generate Business**

by [Michael Gray](#)

While Social Media is definitely the hot topic of conversation this year, most of the tools focus on consumer centric business, and improving communication. If you provide B2B consulting, services or products, your options for social media are fairly limited, let's be honest you probably won't find many fans for your Facebook Legal Incorporation Services page. For these types of businesses, [LinkedIn](#) is a much better alternative. Here is a collection of tips I recommend using.

## Update your profile

If you or anyone on your key executives, creative talent, or sales staff doesn't already have a LinkedIn profile they should create one. Chances are though that most people already have an account, and unless they recently changed jobs, their profile hasn't been touched in a while and could use some updating. Here's an example of a before and after [LinkedIn profile from Guy Kawasaki](#) that has some excellent examples, but if you're short on time here are the highlights:

- *Add your voice.* Everyone has a personal style, way they talk or do things, and your profile should reflect your voice, quirks, and personal style, it's what makes you memorable. Want your profile come up more often and for the right searches? Here are some [tips from LinkedIn on adding the right keywords to your profile](#).
- *Go for the Readers Digest level of detail.* Give details about what you did at your previous jobs, and what schools you went to. Give some details, but not too much. Try to be like a mini skirt, long enough to cover the essentials, but short enough to keep it interesting. Here are [tips from LinkedIn on building a stronger profile](#).
- *Get connected.* LinkedIn has put out a lot of stats that the more connections you have the more business you are likely to get. Unless you want to be a [LION](#), I suggest connecting only with people you know.
- *Get recommendations.* Again, LinkedIn has a lot of stats showing recommendations help you get business. Ask previous and current clients you have done business with, or people you know for recommendations, and give them back. Be honest and don't make everyone sound like Superman, if you don't have something nice to say, it's probably best not to say anything at all. Try to keep getting referrals, someone with 6 referrals spread out over 3 years probably looks better, than someone with 20 referrals all more than 2 years old. Here are some [tips on getting and giving LinkedIn recommendations](#).
- *Vanity URL.* LinkedIn started offering vanity URLs years ago, if you don't have one get one, it looks much more professional than a random string of numbers, here's mine: [Michael Gray's LinkedIn Profile](#).
- *Link to Your Website.* You can add up to three links, and if you choose "other" you can customize the anchor text, use it but don't abuse it.

## Create a company profile

LinkedIn now has the ability to create a company profile for your company, it will list everyone who works there and some information about the company. If you don't have one you can create it, but only if one of the email addresses connected to your profile is from the same domain as the company website. You don't need to do this but it makes your company look more complete, and provides a tool for reputation management should you ever need it. Here are some [tips on building an effective company profile on LinkedIn](#).

## Groups

Groups are a double-edged sword, joining more groups can make you look more important, but at a certain point it becomes unmanageable. I suggest starting small and building up, and trimming down, based on the conversations and your ability to participate. Here's are some [tips from LinkedIn on getting more out of groups](#).

## Getting involved

It should go without saying, but to get any value out of social media you have to be social, and participate, that's why limiting your contacts and groups is an important part of the process. [Search Engine Land has a group on LinkedIn](#) and you can see there are quite a few active discussions. My suggestion is read the group guidelines and watch before getting involved. Don't try to be a know it all and answer every question, but answer the ones that match your area of expertise. Also if a discussion is a few days old with no comments, earn some good karma by answering if you can. It would be nice if LinkedIn showed your activity in groups on your profile page but, currently it only shows on the homepage when you log in.

## Questions and answers

Another way to get involved is to ask/answer questions, working on a research project ask your peers for an opinion or [run a poll](#). If you want people to answer your questions or polls, make sure you answer there's from time to time. As a general rule I would answer 2-4 times as many questions as you ask.

## Update your status

You can send status updates on LinkedIn the same way you send status updates on Facebook and Twitter. If you're interested in efficiency, you can save time using services like Ping.fm (<http://www.ping.fm>) to update all of your services at once. That's generally not a strategy I'd recommend, your Facebook friends might want to know your kids won the baseball championship, your LinkedIn network probably doesn't care, so choose your updates strategically.

Did you publish a white paper, interesting article, bit of research, or complete a project, that's something that's much more appropriate, for a status update, and don't forget to put a link where appropriate.

## Finding the time

While the owners of LinkedIn would love it if you logged in every day, that's probably not the best use of your time. Logging in once or twice a week is enough for most people. Answer some questions, participate in one or two groups, and post a status update, you should be able to do this in less than an hour a week.

## **Power user tip**

You can be strategic about your participation, use the built-in search functions in the groups and answers sections to create searches to find questions targeted to your expertise or the service your company provides. Use [Google's custom RSS feature](#) to notify you when the topic comes up. Another solution is to use [Google Alerts](#) with a [*site:linkedin.com "your keywords"*] search.

## **The payoff and getting business**

When you create a LinkedIn profile and join groups, you set up contact preferences, every action you do can be included in these update emails other people in your network get. You won't get included in every email, but you will get included in some, and the more you participate the more you'll be included. Every time someone sees your name and your activity on the network it reminds them you are there, and what you're doing. The more they remember you the more likely they are to refer business to you when someone asks them a question about something they've seen you participate in.

Use the power search tips to target phrases of people who are asking questions that someone in the sales funnel would ask. Use your network, to help you gain new leads, ask everyone to describe their ideal customer to you, if you know someone who fits the bill make a connection, people are much more likely to give referrals to people who give them referrals.

To wrap up, make sure your profile and the profiles of your other key team members, company is up to date, and sends a professional memorable message. Update your network of connections and make sure people are aware of you, ask about the types of business they are looking for, and pass on referrals. Join and participate in some groups, look for and answer questions. Use power search tips to get notified of questions and discussions that match your expertise. Using these tips you'll gain exposure, and get referrals from your network, and help out qualified potential new customers.

*Opinions expressed in the article are those of the guest author and not necessarily Seymour Products.*

[Michael Gray](#) has over 10 years experience in website development and internet marketing. He has helped companies with internal search engine optimization strategies for both ecommerce and informational websites. He publishes controversial industry thoughts and observations on his blog at [www.wolf-howl.com](http://www.wolf-howl.com)

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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](http://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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Send high-impact newsletters, video emails, and follow-up campaigns that hit their revenue targets! <http://www.GetResponse.com/index/Seymour>

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Let's Have Some Fun!  
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**Site of the Day:** The Pichacks website allows you to see how symmetrical your face is. You upload any digital image and pichacks splits the photo in two and joins the halves for a creation that is often funny.  
<http://www.pichacks.com/>

**Quote of the Day:** *I've met so many people, often the scum of the earth, and found them, you know, quite decent. I am an uncomfortable stranger to moral indignation. ~W. Somerset Maugham*

**Fun Free Download: WarZone 2100**

Although comparable to Earth2150 in many significant aspects, it does contain some features that are unique. These include various radar technologies, a greater focus on artillery and counter-battery technologies, more frequent in-game cinematic updates as gameplay progress, as well as a different vehicle design method. <http://wz2100.net/>

**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.

*"They're coming to get you Barbara"*

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

**This week's riddle:** True Story

This is a true story.

A white horse jumped over a tower and landed on a priest, who immediately disappeared from the landscape.

**Where did this take place?**

Answer at the end of the ezine.

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Subscription Management  
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**Answer to Riddle:** A chess board.

The white horse = knight

The tower = rook

The priest = bishop.