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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>

The Challenge is ON!!! CALLING ALL NEWBIE NETWORK MARKETERS.

Join the challenge by June 20th. A website developed for all network marketers to go from newbie status to Top 10 Recruiter in 10 months or less. Free Membership. Join TODAY or you might miss out!

<http://www.networkmarketing101.ning.com>

***** **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,

It's almost summer (although you would never know it here in WI) LOL and summer is a great time to get outdoors and get in touch with nature! Here are some fun summer activities for the whole family!

<http://www.seymourproducts.com/articles/spring.shtml>

<http://www.thenewhomemaker.com/25tv-freesummerfamilyactivities>

In the News

Sears Got Caught With Their Hand In The 'Spyware' Cookie Jar

<http://www.lockergnome.com/blade/2009/06/06/sears-g0t-caught-with-their-hand-in-the-spyware-cookie-jar/>

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

3G How to Make Money with I-Phone Applications PLR (money/finances)

Cooking to Stay in Shape (health/fitness)

Dress Making PLR (beauty/fashion)

Ice Hockey – The Game (sports)

Body Language PLR (self-help)

101 Tips and Techniques for Cooking Like a Chef PLR (ecookbooks)

Twitter Know How (internet marketing)

Turnkey Questions and Answers Site (software & scripts)

eBay Video Auctions (ebay)

Creating Your First eCommerce Site (business)

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

****Weekly Subscriber Special****

Pick a Number for Free eBooks!

Order five or more ebooks, choose a number from the list below and email me for your free ebooks. Simple as that! ;-) Each number will get a different amount of free ebooks. One guess per customer. One number will get you 10 free ebooks – guess which one!

10, 20, 30, 40, 50

This special is valid from June 9 through June 12.

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: *What TV star became the first gay lead character of a network show?*

Last Week's A: *Ellen Degeneres*

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 1620 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:

How to Create a Garden Pond

<http://www.seymourproducts.com/ebooks-resell/dl/h2cgp.zip>

Free Sitemap Builder

<http://www.sitemaps-builder.com/>

Thesaurus and Dictionary for Windows

<http://www.wordweb.co.uk/>

Free Tools and Resources

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

Free Download: Whiteboard 2009

This utility is designed to be your own personal White Board. Write on it, mark it up. Scrawl down your notes and important things to do so when you're sitting at your monitor you don't forget those things you got to do! Put it in your Startup folder and let it run in your system tray - there is no setup program.

<http://www.pindersoft.com/whiteboardps.htm>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip
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Work with Other Website Owners

Contact owners of websites that compliment yours and work out a cross-promotion with them. For example:

If you sell cosmetics, find people who sell jewelry and/or fashions and refer people to each other's websites. Write each other a review and post it on your site as well. Run each other's link in your ezine/blog.

Working with other business owners can dramatically increase your sales!

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Feature Ad
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How to Get the Highest Open Rate for Your Email

Use the best subject line of all time
Works no matter what the letter's about.

Send me an email for the wording. No sales pitch.
<mailto:mike@eztrafficevolution.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!

*Yours was one of the first internet marketing ezines I ever read, and I love your stuff. * Jinger*

Identifying Brochure Problems

by Janice Jenkins

Are you having trouble with your color brochures? Did you spend all that time, money and effort in brochure printing only to discover that they are not giving you the results that you want?

Well there are several key factors why brochure printing can fail. In this guide, we will share with you some tips on how to identify these possible problems and correct them.

Do an opinion survey: The first thing that you need to do to identify any problems with your brochures is to do a survey. Look for the people that you gave your brochures to, and ask them a few questions about their reactions to it. Also, try to find other groups of people to give your brochures to, and then ask them immediately afterwards of their opinion about it.

If you gather data that is large enough, chances are good that you should see a growing trend where your brochures fail to impress your readers. This should be a key factor on how to improve your brochure designs on the next printing run.

Re-analyze your target readers: Next, you may want to study once again your target readers or target market for your brochures. You may discover suddenly that your target market is inappropriate for your brochure, or that your brochure content is not ideal for your particular target market.

This can be a common mistake for brochure printing, since some people just assume immediately what their target readers like while actually not researching what those are. So try to reanalyze your target reader's wants and needs by looking at market research data about them.

Revise distribution techniques: You may want to check your distribution technique as well if it is indeed effective. Did you just hand out your brochures to people on the street? Did you mail them to several addresses in a mailing list? Or maybe you just left them behind in public places. Try to review these techniques if they are indeed effective and people are picking them up and reading.

If you look closely enough you should identify key problems that make a certain technique not work. For example, you may be mailing brochures to the wrong kind of people or the public places that you leave your brochures to are not really where you target market is. So revise your distribution techniques accordingly and try other methods to see if those others can work better.

Find another location: Also, you may want to look at your distribution policies for your brochures. Sometimes brochures can fail because they have been given in the wrong locations. Try to determine who the most common type of people that pass by your distribution zones.

Also if you mailed some of your brochures, try to see the demographic data on the neighborhoods that you sent them to. You may discover that your brochure message will not really be interesting or be well received by the people in your distribution area. When this happens, it might be a good idea to shift your distribution efforts elsewhere.

Use multiple concepts: Finally, you may want to branch out to several design concepts for your brochures and test them out separately. By testing multiple concept designs for your brochures, you should be able to identify which design works, and which does not have enough of an impact to customers. This should be the last step in troubleshooting the problems on your brochure since this basically decides if you will change your whole brochure or not.

Hopefully by the fifth type of check, you should already identify the problems inherent in your brochure. Just try to be patient and methodical about analyzing your brochure problems so that you can identify it and rectify it as soon as you can. With some determination and hope you should be able to turn your brochure printing around before any kind of permanent harm is done for your business.

About the Author:

Janice Jenkins is a writer for a marketing company in Chicago, IL. Mostly into marketing research, Janice started writing articles early 2007 to impart her knowledge to individuals new to the marketing industry.

<http://www.printplace.com/printing/brochure-printing.aspx>

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.

What actress who has earned up to 20 million per movie, first found work as a bill collector? terri@seymourproducts.com?subject=answer

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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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Cheap but fun family summer vacation ideas
<http://travelwithkids.about.com/od/summervacationidea/ss/summervac.htm>

Have some fun at the <http://funny-planet.net/> We have 4 main sections: flash games, flash animations and cartoons, cool-funny pictures and avatars for use on your mobile phones or forums and communities. Whatever you find on this site, **it's totally FREE and will always be.**

Women and men have to fight together to change society - and both will benefit... Partnership, not dependence, is the real romance in marriage.
* Muriel Fox

Fun Free Download: Jetz Rampage 4

Ever want to just cause mass destruction in a city with a jetpack and loads of weapons? Well now you can. You can do the missions in the cities to unlock new weapons or work your way up through the different cop levels and defete the MEGA COP! <http://shawn64.com/jetzrampage4.php>

This week's riddle: What do these words have in common?

**ELBOWS BALANCED GRIMACES
SHAKESPEARE CROSSWORDS**

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
=====

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

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Answer to Riddle: Each word contains the name of a weapon: Bow, Lance, Mace, Spear, Sword