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**Business Marketing Bulletin**  
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Top Sponsor Ads  
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What's New?  
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Hello everyone and welcome new subscribers,

I hope everyone has been finding the Bulletin helpful. If you need a specific resource or would like to see something specific in the Bulletin, just let me know: [terri@seymourproducts.com?subject=Bulletin](mailto:terri@seymourproducts.com?subject=Bulletin) Thank you.

**In the News**

[Who Would Benefit from the Government Regulating Google Search Results?](#)

*What actor played the school principal in E.T., only to have his scene cut when Spielberg decided that his presence would be too distracting?*

*Woody Allen, Harrison Ford or Marlon Brando?*  
[terri@seymourproducts.com?subject=answer](mailto:terri@seymourproducts.com?subject=answer)

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

Financial Empowerment & Your Environment

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How to Live an Optimal Life

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2448](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2448)

How to Eat Right & Manage Your Life

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2449](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2449)

How to Deal with Stress & Cope in the 21<sup>st</sup> Century

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2450](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2450)

Striking the Balance Between Physicality & Spirituality

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2451](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2451)

Generating the Proper Mindset for Health & Fitness Programs

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2452](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2452)

Indispensable Internet Marketing Newbies Guide

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2453](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2453)

Natural Remedies

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2454](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2454)

Curing Premenstrual Tension Naturally

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2455](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2455)

Pumping Out Your First Email List

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2456](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2456)

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

### **BOGO with a Twist!**

Buy One of our \$15.00 Niche Packages and Get One Free **PLUS choose any 5 ebooks from any category, free!** That is a total of 75 ebooks (plus the store website) for just \$15.00!

Once you order the \$15.00 package, just email me with your bonus choices and I will send you the links. [terri@seymourproducts.com?subject=bonus](mailto:terri@seymourproducts.com?subject=bonus)

You can look over the packages here:

<http://www.seymourproducts.com/ebooks-resell/categories.php?CategoryID=26>

**This special is valid through July 23, 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)

I am sorry to say there was no winner of last week's trivia. Good luck to everyone this week!

**Last week's Q:** *How many dozen eggs does the typical hen lay a year?*  
**Last Week's A:** 19

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 1890 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:**

Wood Block Printing

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

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Video Marketing Tips

[http://www.avangate.com/articles/video-marketing\\_87.htm](http://www.avangate.com/articles/video-marketing_87.htm)

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RSS Tutorial

<http://rss.softwaregarden.com/aboutrss.html>

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Submit Your Articles of Find Content, Free

<http://www.articlealley.com> Page Rank 5

<http://www.buzzle.com> Page Rank 6

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**Free Download:** IPNetInfo 1.23

IPNetInfo is a small utility that allows you to easily find all available information about an IP address.

<http://www.nirsoft.net/utills/ipnetinfo.html>

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

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eCommerce Marketing Tip  
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Tips for Marketing Using the Top Social Sites  
<http://mashable.com/2009/10/28/small-business-marketing/>

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Feature Ad  
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"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/](http://www.newbieclub.com/keyboard/?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](mailto:terri@seymourproducts.com?subject=feedback)  
We appreciate all feedback, good or bad!

*I visited your web site earlier today and just wanted to congratulate you on  
a well presented, and informative web site. \* Bhakti*

*Thanks again,I love your products and I will buy again. \*Kris*

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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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### **Top 10 Google Search Features for Your Business!**

by George Muha

The people at Google are truly amazing! They are evolving their search engine into something that can be an incredibly powerful tool for business. There are a zillion things that Google can do for different parts of your business and in this post, I will highlight the top 10 Google search tools that will help your supply chain.

Since Google is just a click away, I think it's a very useful for everyone involved in the supply chain to be aware of how much easier it can make their lives. Everybody from traffic managers, to purchasing people, to accounting people and customer service will likely need to reference what Google can do during the course of the week. There are a lot of people who don't even know all of Google's capabilities. So without further ado, here is your:

## Top 10 Google Search Tools That Will Help Your Supply Chain

**1. Package Tracking** – You can track packages by typing the tracking number for your UPS, Fedex or USPS package directly into the search box. Some of the LTL and motor carriers also allow for you to plug in their pro numbers as well. Google will return results that include quick links to easily track the status of your shipment.

Example of what to search for: "1Z9999W9999999999"

**2. Time** - This is huge when dealing with vendors or customers overseas or across the country. To see the time in many cities around the world, type in "time" and the name of the city.

Example of what to search for: "time London"

**3. Currency Conversion** – This is cool! To use Google's built-in currency converter, simply enter the conversion you'd like done into the Google search box and they'll provide your answer directly on the results page.

Example of what to search for: "150 GBP in USD"

**4. Unit Conversion** - Countries use different metrics for measuring. This tool is extremely useful. You can use Google to convert between many different units of measurement of height, weight, and volume among many others. Just enter your desired conversion into the search box and Google will do the rest.

Example of what to search for: "10.5 cm in inches"

**5. Calculator** - Since Google is right on your desk top you don't have to go searching for your calculator. Plus it uses Excel style equations so it's really easy for business people who think in Excel. To use Google's built-in calculator function; simply enter the calculation you'd like done into the search box.

Example of what to search for: "5\*9+(sqrt 10)^3="

**6. Weather** - Weather plays a big role in transportation so this is great for getting a snapshot of the world's weather. To see the weather for many U.S. and worldwide cities, type "weather" followed by the city and state, U.S. zip code, or city and country.

Example of what to search for: "weather San Francisco, CA"

**7. Maps** – Want to see the mileage between a shipper and a consignee or try to figure out where your vendor is located? This is great! Type in the name or U.S. zip code of a location and the word "map" and Google will return a map of that location. Clicking on the map will take you to a larger version on Google Maps.

Example of what to search for: "Seattle map"

**8. Area Code** - This can be helpful in situations ranging from trying to find where a phone call is coming from to finding out what part of the country you are calling. To see the geographical location for any U.S. telephone area code, just type the three-digit area code into the Google search box and hit the Enter key or click the Google Search button.

Example of what to search for: "212"

**9. Stock Quotes** – Wanna see how a freight carrier or a vendor is doing in the market? Just type the ticker symbol into the search box. On the results page, you can click the link to see more data from Google Finance as well.

Example of what to search for: "MSFT"

**10. Earthquakes** – I have heard carriers make up some crack pot reasons why they missed the delivery. In case you are given the old earthquake excuse, you can use Google to see if the story checks out. To see information about recent earthquakes in a specific area type "earthquake" followed by the city and state or U.S. zip code.

Example of what to search for: "earthquake 90210"

\*When entering keyword or phrase into Google's search engine with these tools, do not use quotation marks.

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George specializes in consulting companies to run their supply chain as efficiently as possible. He also hosts a blog called <http://www.freightsavingstips.com> where he offers shippers cost savings tips and best practice ideas. Feel free to email George with any freight related questions at [george@freightsavingstips.com](mailto:george@freightsavingstips.com).

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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**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>

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Let's Have Some Fun!  
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**Site of the Day:** TreeHugger is the leading media outlet dedicated to driving sustainability mainstream. Partial to a modern aesthetic, we strive to be a one-stop shop for green news, solutions, and product information.

<http://www.treehugger.com>

**Quote of the Day:** *Life isn't about waiting for the storm to pass... It's about learning to dance in the rain. – Anonymous*

### **Fun Free Download: Jetz Rampage 4**

This is the ultimate rampage game. Fly around huge detailed cities causing mass destruction. You can earn money and buy more weapons or other upgrades. There are 24 missions in each city for you to complete in each city and 2 bosses per city. With 18 weapons to unlock you will always have something to do. It even comes with a custom music list function so you can rock out to your favorite songs while causing destruction.

<http://shawn64.com/downloads.php>

### **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.

*"One man's toxic sludge is another man's potpourri."*

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

**This week's riddle:** What Am I?

You can use me to shoot others but they won't die. You fill me up so that I can't lie. What am I?

Answer at the end of the ezine.

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Subscription Management  
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**Answer to Riddle:** I am a Camera!

