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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 am thinking of adding a section each week where I would give you a specific task to do which might help your business. These tasks could be anything from emailing a webmaster for a link swap to participating in a forum. If you think this is something you might be interested in, just click and send to the following: [terri@seymourproducts.com?subject=interested](mailto:terri@seymourproducts.com?subject=interested)

Thank you!

**In the News**

[Who Would Pay for Twitter? Study Says Nobody](#)

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

How to Identify Biz Opportunities & Make the Most of Them

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2457](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2457)

The Law of Attraction and Your Wealth

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2458](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2458)

Managing Your Money for All Ages

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2459](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2459)

Social Bookmarking

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2460](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2460)

Proven Dating Secrets

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2461](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2461)

Dating and Online Dating for Newbies

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2462](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2462)

iPhone and iPad App Cash

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2463](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2463)

Violin Mastery

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2464](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2464)

PLR Cable

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2465](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2465)

Change Your Life

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2466](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2466)

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

### **BOGO with a Twist! (Extended by Request)**

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 30, 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 **Carolyn DiBlasi** for being the winner of last week's trivia. Good luck to everyone this week!

**Last week's Q:** *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?*

**Last Week's A:** *Harrison Ford*

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:**

Search Engine Manifesto

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

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Free Keyword Niche Finder

<http://www.wordstream.com/keyword-niche-finder/>

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Free Advertising Network

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

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Free Website Directory

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

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**Free Download:** Dragon Cat Inventory Management

Initially, DC Inventory was developed for distribution companies to manage their inventory, such as electronics, chemicals distributors, to help them to manage inventories with warehouse physical locations, the goods allocated by which customers/salespersons.

<http://dcinventory.ucoz.com/>

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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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Visit Ezine Directories to Find Ad Swaps

Finding ezine publishers to swap ads with can be a timely task but if you visit ezine directories this will help you cut down the time immensely.

This ezine directory tells you if the publisher will accept ad swaps  
<http://www.ezinelocater.com/>

**Fill in the blank:** More people have seen \_\_\_\_\_ perform live than any other performer in the world. [terri@seymourproducts.com?subject=answer](mailto:terri@seymourproducts.com?subject=answer)

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Feature Ad  
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The inspiration for "We Cook with Daddy" came from my son Frank, a single Dad of 2 daughters, ages 6 & 9 yrs. old. We believe children that help in the preparation of meals will make healthier food choices. I hope that you will enjoy my blog and create many 'Happy Memories' with your children.

Click on: <http://wecookwithdaddy.com>

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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!

*Thank you for the wonderful info you are giving out for free. I deeply need your ebook and I think you enjoy helping people. Keep it up! \* Rukky*

*WE are impressed, very quick and informed replies ( and no hard sell) We would like to set up a store, as we would like to sell ebooks in the categories below. \* Edward*

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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)

## **Increase Landing Page Conversions with These Subtle Tricks**

Most landing pages are often way too cluttered for their own good – hence the low conversions and high bounce rates. Consumers have shortened attention spans online so overly complicated landing pages with pop-ups, animations, and too much to focus on will only lead them to click away. The following subtle tricks should help you create a more effective landing page that boosts conversions and sales.

### **Don't Forget to Provide a Clear Call to Action**

Too many people dismiss the importance of a clear call to action. After reading your landing page, users should know exactly what they are supposed to do, whether it is to fill out the form or click "Buy Now." Adding a call to action to a landing page where one is lacking or making your current call to action much clearer and more prominent can have a dramatic impact on conversions.

Make sure that you only provide one call to action on your landing page. If you provide several different conversion options, people will get confused and your sales message will get diluted. Your prospects just want to sign on the dotted line so make it easy for them to do so.

### **Keep it Simple**

The majority of landing pages are cluttered and overwhelming. Make sure the design of your landing pages is as simple as possible. Get rid of the distracting audio, animation, and bright colors. Make the visuals of your landing page so simple that visitors are guided to the call of action without interruptions.

Text should also be minimized when you are simplifying the design and look of your site. Make the content on your site easy to read and digest by dividing it into sections, using bullet points, and keeping things concise.

If you're using a form to capture leads on your landing page, try to keep it as short as possible. If your form has too many fields, you will end up losing sales because your prospects won't want to spend time filling it out. Getting your prospect's name and email is usually enough in most cases.

The use of simple language is also important. If a sixth grader wouldn't be able to understand it, don't use it. Jargon and marketing speak don't increase sales. If your landing page is too complicated or wordy, your visitors will lose interest quickly.

## Convey Your Credibility

Not only should your website be simple, organized, and professional looking, it should also convey your credibility. People have to trust you first in order to purchase something from you. In order to earn that trust, you can list the names of reputable companies you have worked with, provide testimonials, refer to awards you have won, list memberships you have to relevant professional associations, etc.

Take a look at your current landing pages. Are they simple, professional, easy to follow, and organized? If not, make some changes while keeping these tricks in mind. A landing page with a clear call to action and credibility will help you boost conversions dramatically.

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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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### 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:** iLike is a social music discovery service that helps people share music recommendations, playlists, and personalized concert alerts. <http://www.ilike.com/>

**Quote of the Day:** *Don't be afraid to give your best to what seemingly are small jobs. Every time you conquer one it makes you that much stronger. If you do the little jobs well, the big ones will tend to take care of themselves. \* Dale Carnegie*

**Fun Free Download: DROD: Architect's Edition v1.6.4**

Fight monsters, explore and build dungeons in this classic puzzle game!  
<http://forum.caravelgames.com/viewsitepage.php?id=90294>

**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.

*"According to the map we've only gone 4 inches."*

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

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

I never was, am always to be,  
No one ever saw me, nor ever will,  
And yet I am the confidence of all,  
To live and breathe on this terrestrial ball.  
Who am I?

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](mailto:subscribe@seymourproducts.com)

To not receive this newsletter:  
Send any email to:  
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Contact Info:  
Terri Seymour  
[terri@seymourproducts.com](mailto:terri@seymourproducts.com)  
[support@seymourproducts.com](mailto:support@seymourproducts.com)

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**Answer to Riddle:** I am tomorrow!