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**Business Marketing Bulletin**  
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Top Sponsor Ads  
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Do you like to save time & money? Want to work from home? Join a team of successful & supportive men & women doing a unique business using the internet. Turn a monthly expense into a long term monthly income and have a safer home bonus. We enjoy going to work every day with this friendly team, and no selling is required. NO RISK, NO cold calling, NO inventory!

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Immediate openings for top sponsor ads! Order now and reserve your date for the fall marketing season!

<http://www.seymourproducts.com/newsletter/advertise.shtml>

\*\*\*\*\* **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,

Things have finally settled down from our move and I was able to finish and post the Yard & Garden Niche Package to the store. For today only, this package of 35 best-selling yard & garden ebooks can be yours for just \$10.00. Paypal payment to me at [terri@seymourproducts.com](mailto:terri@seymourproducts.com) and I will send the link to this package.

Details of the package listed here:

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=1944](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=1944)

The next niche package to be available will be Classic Novels. This category sells very well!

## **In the News**

Answers to Social Media Questions You Should Know

<http://www.toprankblog.com/2009/08/answers-to-social-media-questions-you-should-know/>

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

Self Publishing PLR(ebook creating)

Distance Running PLR (sports)

iPhone Tricks and Apps (other)

Family History Search PLR (home/family)

Email Marketing Magician (internet marketing)

Halloween & Thanksgiving AdSense Sites (holiday)

Masters of Water Color Painting (art)\*New Category

The Island Mystery (mystery/suspense)

Taking It to the Next Level PLR (business)

Dead Organized PLR (money/finances)

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

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

### **\*You Tell Me\***

You tell me what you want! If you want \$50.00 ebooks for \$20.00, let me know. I will seriously consider all reasonable offers so let me know what you want! ;-)

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

This special is valid from August 11 through August 14.

**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 **Terri Case** for being last week's trivia winner!

Good luck to everyone this week!

**Last week's Q:** *Who, at 6'5", was the tallest #1 Box Office star? (HINT: He died at the age of 59 over 2 decades ago)*

**Last Week's A:** *Rock Hudson*

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 1670 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.shtm>

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 Little House in the Fairy Wood

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

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Banner Exchanges

<http://www.321webmaster.com/index/8/49>

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Free Link Exchange

<http://www.321webmaster.com/submit-site.php>

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Six Ways to Increase Sales

<http://sbinfocanada.about.com/od/salesselling/a/increasesales.htm>

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**Free Download:** Rapid Typing Tutor

Improve your typing skills through a series of easy lessons! Learning how to type properly without looking at the keyboard is simple. Rapid Typing Tutor makes keyboard training fun and entertaining. Download this typing software or take the free online typing test.

<http://www.rapidtyping.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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Build Your Business with a Free Tutorial

Writing and distributing a tutorial can bring you lots of traffic and increase your business substantially!

Read more on how to do this here:

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

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Feature Ad  
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CaSeraSera is a High Quality Baby Gift store for mostly newborns, I carry, Unique items, French Kaloo toys, Trimfoot shoes, Earth Mama Angel Baby ORGANIC lotions, and pre and postnatal products. I carry an array of diaper bags, Mango Tango laptop bags, (gifts for mom), clothing, Zaky Hand Pillow for preemies and much more.

Be sure to join my Baby Registry!! <http://www.CaSeraSera.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!

*I have a lot of people ask me how much money they will be making in 3 months or 6 months, etc. This question is not possible to answer except to say that it is up to the individual themselves. I cannot predict how you will market your new ebook store or how persistent and consistent you will be with your new business. The business can make money but you have to make the business! If you are interested in starting your own store and have questions, please feel free to email me anytime. Thank you!*

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Feature Article  
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**The Ten Commandments of Great Customer Service**

by Susan A. Friedmann of <http://thetradeshowcoach.com/>

Customer service is an integral part of our job and should not be seen as an extension of it. A company's most vital asset is its customers. Without them, we would not and could not exist in business. When you satisfy our customers, they

not only help us grow by continuing to do business with you, but recommend you to friends and associates.

The practice of customer service should be as present on the show floor as it is in any other sales environment.

1. Know who is boss. You are in business to service customer needs, and you can only do that if you know what it is your customers want. When you truly listen to your customers, they let you know what they want and how you can provide good service. Never forget that the customer pays our salary and makes your job possible.

2. Be a good listener. Take the time to identify customer needs by asking questions and concentrating on what the customer is really saying. Listen to their words, tone of voice, body language, and most importantly, how they feel. Beware of making assumptions - thinking you intuitively know what the customer wants. Do you know what three things are most important to your customer?

Effective listening and undivided attention are particularly important on the show floor where there is a great danger of preoccupation - looking around to see to whom else we could be selling to.

3. Identify and anticipate needs. Customers don't buy products or services. They buy good feelings and solutions to problems. Most customer needs are emotional rather than logical. The more you know your customers, the better you become at anticipating their needs. Communicate regularly so that you are aware of problems or upcoming needs.

4. Make customers feel important and appreciated. Treat them as individuals. Always use their name and find ways to compliment them, but be sincere. People value sincerity. It creates good feeling and trust. Think about ways to generate good feelings about doing business with you. Customers are very sensitive and know whether or not you really care about them. Thank them every time you get a chance.

On the show floor be sure that your body language conveys sincerity. Your words and actions should be congruent.

5. Help customers understand your systems. Your organization may have the world's best systems for getting things done, but if customers don't understand them, they can get confused, impatient and angry. Take time to explain how your systems work and how they simplify transactions. Be careful that your systems don't reduce the human element of your organization.

6. Appreciate the power of "Yes". Always look for ways to help your customers. When they have a request (as long as it is reasonable) tell them that you can do it. Figure out how afterwards. Look for ways to make doing business with you easy. Always do what you say you are going to do.

7. Know how to apologize. When something goes wrong, apologize. It's easy and customers like it. The customer may not always be right, but the customer must always win. Deal with problems immediately and let customers know what you have done. Make it simple for customers to complain. Value their complaints. As

much as we dislike it, it gives us an opportunity to improve. Even if customers are having a bad day, go out of your way to make them feel comfortable.

8. Give more than expected. Since the future of all companies lies in keeping customers happy, think of ways to elevate yourself above the competition. Consider the following:

- \*What can you give customers that they cannot get elsewhere?
- \*What can you do to follow-up and thank people even when they don't buy?
- \*What can you give customers that's totally unexpected?

9. Get regular feedback. Encourage and welcome suggestions about how you could improve. There are several ways in which you can find out what customers think and feel about your services.

- \*Listen carefully to what they say.
- \*Check back regularly to see how things are going.
- \*Provide a method that invites constructive criticism, comments and suggestions.

10. Treat employees well. Employees are your internal customers and need a regular dose of appreciation. Thank them and find ways to let them know how important they are. Treat your employees with respect and chances are they will have a higher regard for customers. Appreciation stems from the top. Treating customers and employees well is equally important.

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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 your business.

*There are two foods that help you lose weight just by smelling them. What are these two foods? Must be specific.*

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

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Feature Ad  
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Promote your home business for free with WAHM Articles!  
Start building traffic and generating publicity today.

<http://www.wahm-articles.com/learnmore.php>

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This 'n That - A Little Bit of Everything!  
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EPA leads the nation's environmental science, research, education and assessment efforts. The mission of the Environmental Protection Agency is to protect human health and the environment. Since 1970, EPA has been working for a cleaner, healthier environment for the American people.

<http://www.epa.gov/>

"You have achieved success if you have lived well, laughed often and loved much." \***Anonymous**

Information and articles on how to lose weight.

<http://howtoloseweight.net/>

**Fun Free Download:** Axiebal 7

The most recent episode in the Axiebal-series is still a mix of skill, puzzles and action, but that's about all it has in common with its predecessors.

<http://international.ideesoftware.com/>

**This week's riddle:** What Are We?

We are little airy creatures,  
All of different voice and features.  
One of us in glass is set,  
One of us you'll find in a jet;  
The other you may see in tin,  
And the fourth a box within.  
If the fifth you should pursue,  
It can never fly from you.

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)

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Answer to Riddle: We are vowels