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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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Free Download - eBay Workshop Collection

The workshop titles included in the ebook are...

- *From Hobby to Home Business
- *How to Compete in a Crowded Market
- *Understanding the Basics to Importing Physical Products to Sell.....and much more!

You can download it for free here:

http://www.worldwidebrands.com/wwb/kh_freebookWorkshops.asp?kbid=1028

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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 still working on the Classic Novels package so hopefully it will be in by next week.

We have some great new products this week including an ebook on how to get free traffic from Scribd. Now for those of you who are not familiar with Scribd (me included!) you can find out more here:

<http://support.scribd.com/forums/33626/entries>

We also have some new PLR articles added this week. To find out more about our new products, just continue down to after In the News.

In the News

Microsoft Plans to Fight Ruling Against Word

<http://www.dailytech.com/Microsoft+Plans+to+Fight+Ruling+Against+Word/article16002.htm>

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

Leonardo Da Vinci (art)

PLR Gangster (ebook creating/reselling)

How to Set Up a Database (web design)

Profiting with Words (business)

50 PLR Articles: Kitchen/Bathroom Remodeling (plr articles)

The Secrets of Hypnosis (self-help)

Squidoo How To Guide (int. marketing)

Scribd Traffic Exposed (internet marketing)

Power Effects v2 (web design/graphics)

Awesome Article Marketing (article marketing)

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

****Weekly Subscriber Special****

Back to School Special!

Let me know what grade your child is now in and get that many free ebooks with your 5 or more ebook order. If you have several kids, choose the highest grade for more free ebooks!

Just order 5 or more ebooks (new ebooks not eligible) and then email me with your child's grade and the titles of your free ebook choices. ;-)

This special is valid from August 25 through August 28.

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 **Leigh Anne Stewart** for being last week's trivia winner! Good luck to everyone this week!

Last week's Q: *What historical figure has been most often portrayed in the movies (194 times), beating Jesus Christ at 152 times and Abraham Lincoln at 137 times?*

Last week's A: *Napoleon Bonaparte*

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 1675 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:

10 Ways to Cut Down on Your Grocery Bill

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

Free website speed test to improve your site's performance.

<http://www.websiteoptimization.com/services/analyze/>

How to Write Classified Ads that Get Results

http://www.streetdirectory.com/travel_guide/940/business_and_finance/how_to_write_ads_that_get_results.html

Not sure what to put on your homepage? This will help:

<http://www.useit.com/alertbox/20020512.html>

Free Download: Avidemux v2.5.1

Avidemux is a free video editor designed for simple cutting, filtering and encoding tasks. <http://www.avidemux.org/>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip
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Make Your Ezine Scannable

Most people will not read through an entire ezine. This means you have to be able to capture their attention during a quick scan. You can do this by:

- Making your paragraphs short
- Using bulleted or numbered lists
- Highlighting important headlines or items
- Making sure you have enough white space and your sections are not all clumped together
- And of course, provide interesting and helpful content!

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Feature Ad
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Welcome to Summer, the most inspiring time to make your home more inviting! Get excited by our Soy Wax Candles, Unique Soaps & Air Fresheners, Linen Body Sprays & Shower Gels! Treat yourself to the color & fragrance choices we have for you, ALL at prices designed to fit your budget!
<http://seabymecandles.com>

Fill in the blank: A _____ is the object most choked on by Americans!
terri@seymourproducts.com?subject=answer

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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!

Hi, I am interested in your store package but would like to pick specific books rather than the ones you offer in the package. Can that be arranged?

Yes, we can work with you to allow you to choose your own ebooks for your package deal. I know people's needs are different so we can work with that!

Does Your Web Site Have Trustability and Credibility?

by Maria Marsala

Summary: Want someone to purchase your terrific product or service? In addition to the quality of what you sell, offer them a trustworthy web site, too.

Have you ever visited a web site and been attacked by screaming pop-up ads, gotten lost in a clutter of banner ads, had things flash and go boom? And have you ever visited a site that was informative, easy to navigate and generally pleasant to peruse?

Which site gained your trust? Which site would you revisit? The more user-friendly building tools you use on your site, the more trust will be developed with your viewers. With this in mind, here are expert tips for making your online store trustworthy...

- **Purchase an appropriate domain name** Paying for your own domain name builds trust and is professional looking. Your own domain name will be – free of all advertisements (except products you sell or recommend). You want to sell your visitors on the content of your site – not the products of other advertisers.
- **Use your domain name email addresses** When searching for a host for your site, look for packages that include POP3 accounts and NOT alias accounts. This will enable you to send email from your site (you@yourbusiness.com), which looks much more professional than you@freeemailaccount.com. It is easier to trust someone who has evidently made an investment in his or her business.
- **Include contact information** Provide phone numbers, hours of operation (including time zone), a business mailing address and an email address. PO Boxes are not considered addresses. Many companies won't deliver to PO Boxes, and many visitors won't purchase from you if you use one. Work from home? Add a suite or building number to your home/apartment. Or use a mail forwarding service for a real address.
- **Add contact links** Place at least one way for your visitors to contact you on each page and place your Webmaster's contact information on at least the bottom of the front page. This way your visitors can request information from you, and if there is a problem with your site, they can write to the Webmaster. Even if you and the Webmaster are the same person, place the Webmaster's email address on the site.
- **Watch your dates.** People prefer to see a current copyright date on the bottom of sites. Some web sites also carry a "last updated" dates. Are your dates current?

- **Include a personal touch** Provide an "About Me/Us" page. Provide the names of the owner, president, executives, and staff on the contact page. Include individual and group pictures, small biographies if relevant, and email addresses where they can be quickly contacted. Don't make it look as though your site's owners want to be anonymous, which obviously generates suspicions.
- **Avoid "enter", "enter here" and splash screens** Do you have an "Enter page" or splash screen on the front of your site? If so, delete it now! You will lose visitors who want information quickly because they'll go to a rival site instead. Worse than an enter page is an enter page that forces someone to download a program such as Flash. If you want to use the option of Flash pages, fancy pointers etc., give visitors the option of viewing them. Don't force them to download any programs.
- **Cater to everyone** Include alt = " " tags with your images to assist those with sight disabilities and the hundreds of thousands of people all over the world who use library-based text-only computer software and Web browsers.
- **Make it quick** Ensure that your pages load in less than 20 seconds with a 56K modem and 7 seconds using DSL. Most visitors will not have the patience to stick around much longer than that and will simply move on. A site that loads quickly and is neatly designed, will show that you are a professional company. It will also boost confidence in your potential buyers.
- **Get recommendations** Ask your clients for testimonials and permission to use their whole name on your Web site. If they don't feel comfortable doing so, find others who will.
- **Link it** Make sure that all the links within your site or to other web sites are working. Download a links checker and use it monthly. Sometimes you'll find that you've linked within your site to a page you've moved or removed. Other times you'll find that pages outside your site have disappeared or are changed. Ask your Web Designer to design an interesting "error" page that will allow your visitors to get back on track if a page they bookmarked no longer exists.
- **Spell it right** If you want your site to be as professional as it can be, put each page through a spell checker or hire an excellent proof reader. Don't underestimate the value of a properly spelled site.
- **Provide guarantees** If you have a money back guarantee on your service or product, say so. If you don't, say what you do provide. Do guarantees include or exclude returning the shipping or handling fees? How about a privacy policy for your newsletter ailing list or code of ethics? Clearly place any type of guarantee on your site.
- **Secure purchases** The best sites provide the most secure purchase program available. This includes a secure server, secure gateway, and information that informs you that your purchase is as secure as is currently possible. Make sure you offer your customers secure purchases. If you don't they will (and should) shop elsewhere.

- **Don't clutter the site.** Use lots of white space to "break" up the text. It's easier on the eyes that way. The only place to NOT use lots of white space is on the top of your pages.
- **Watch your fonts.** Save the fancy font types for special items or graphics. Arial and Verdana work well on sites, Times Roman does not.
- **Drop it** Eliminate the pop-ups, pop-unders, banners that wave or go blinkity-blink *all the time*.
- **View it** Ask people to go to your site. Now without scrolling, ask them how they know what your business is about. If they can't figure it out, fix this.

Maria Marsala. As founder of Elevating Your Business, Maria helps professional service CEOs, presidents, practitioners and executives build better companies as they increase sales, improve productivity and work smarter. Receive MORE Business ezine and your free business tools at ElevatingYourBusiness.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
 Feel free to use any of the articles you feel are appropriate for your business.

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 Feature Ad
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Get more traffic with this free program!
<http://www.trafficswarm.com/go.cgi?659014>

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 This 'n That - A Little Bit of Everything!
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"We feature the kind of things you'd want to pass along to your friends: an outrageous video that's about to go viral, an obscure subculture breaking into the mainstream, a juicy bit of gossip that everyone at the office will be talking about tomorrow, or an ordinary guy having his glorious 15-minutes of fame. And when you read BuzzFeed, you'll always know the movies, music, and products that are on the rise and worth your time." www.buzzfeed.com

The definitive Internet reference source for urban legends, folklore, myths, rumors, and misinformation. www.snopes.com

One of the most tragic things I know about human nature is that all of us tend to put off living. We are all dreaming of some magical rose garden over the horizon instead of enjoying the roses that are blooming outside our windows today. * Dale Carnegie

Fun Free Download: Street Challenge – Extreme Velocity

Street Challenge is an authentic, free, online multiplayer drag racing simulator. Street Challenge appeals to fans of speed films like "The Fast and The Furious" and "Gone in 60 seconds", gearheads and casual fans of driving games. Requires an internet connection. <http://www.streetchallenge.info/>

This week's riddle: How Many Am I?

My first is a number, my second another,
And each, I assure you, will rhyme with the other.
My first you will find is one-fifth of my second,
And truly my whole a long period reckoned.
Yet my first and my second (nay, think not I cozen),
When added together will make but two dozen.

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

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Answer to Riddle: Four Score