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Business Marketing Bulletin
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In This Issue
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1. Top Sponsor Ads
2. Privacy Policy
3. What's New?
4. Freebies & Biz Helpers
5. eCommerce Marketing Tip
6. Feature Ad
7. Feedback
8. Helpful Ezines
9. Article: 10 Networking Blunders That Cost You Sales
10. Feature Ad
11. Let's Have Some Fun!
12. Subscription Management & Contact Info

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Top Sponsor Ads
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DID YOU SPEND YOUR WEEKEND BURIED IN PAPERWORK?

You know there is a better way to spend your weekends. Hire a Virtual Assistant! In all honesty, you probably don't need full time help. You may have not hired one in the past because you work out of your home or you stay on the road most of the time. That's where Deneen of The Typing Bug comes in. Deneen can help you get your paperwork under **CONTROL** so you can **RELAX** and **ENJOY LIFE** again. Think how nice it would feel to have the responsibility of just trying to stay **ORGANIZED** off of your shoulders. **TAKE BACK YOUR LIFE TODAY!**

Go to <http://www.typingbug.com> for more information

If You're Struggling To Make Money Online...
Clicking Below COULD Change Everything!

<http://tinyurl.com/36yv5sx>

***** **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,

Well, it's back to school! Even though both of my boys are out of school, I still get that feeling of excitement this time of year. When I was a kid it was always so exciting to go back to school! (for about 3 days!) LOL Then I was ready for summer again!

Tips for helping your kids get back into the school routine:

<http://www.abc2news.com/dpp/news/education/tips-to-help-your-kids-get-back-into-the-routine-of-school>

In the News

[Skype Launches Skype Connect for Businesses](#)

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

Great Singers on the Art of Singing

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2508

My Knitting Book

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2509

Croquet

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2510

The White Christmas and Other Merry Christmas Plays

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2511

The Children's Book of Stars

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2512

Amazon Navigator

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2513

Brain Gain

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2514

Negotiating Essentials

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2515

Article Master Series Vol. 11

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2516

200 PLR Articles June 2010

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2517

200 PLR Articles II

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2518

****Weekly Subscriber Special****

Famous Birthday for Free Ebooks (back by popular demand)

Tell me one famous person who has a birthday on this day – Aug. 31 and you will get 5 free ebooks with your purchase of 5 or more! Just order your 5 or more ebooks, then email me with the person's name and your choice of five free ebooks. I will then send you the bonus links. Thank you!

This special is valid through September 5, (my birthday) ;-) **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

Congratulations to Larry Pardue for being the winner of last week's trivia challenge. Good luck to everyone!

Last week's Q: *Name the 7 characters stranded on Gilligan's Island?*

Last Week's A: *Gilligan, Professor, Mary Ann, Ginger, Skipper, Mr. & Mrs. Howell*

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 1895 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:

Quilts: Their Story and How to Make Them

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

Free Website Speed Checker

http://www.selfseo.com/website_speed_test.php

Tips for Branding Your Business on Facebook and Twitter

<http://www.techwyse.com/blog/social-media-marketing/tips-to-brand-your-business-on-twitter-facebook/>

When to Use Graphics on Your Site

<http://www.improvetheweb.com/when-use-graphics-your-site>

Free Download: JegasEdit 0.5

Jegas Edit is a developer's text and source code editor that does syntax colored highlighting, code folding, compiling, executing, opening files in your default browser, and is highly configurable...

<http://www.jegas.com/index.php/jegas-products/227-jegas-edit.html>

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

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eCommerce Marketing Tip
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Submit Your Website to Free Directories for Backlinks
<http://www.webtopia.org/>
<http://www.webxperience.org/>

Do a search for free website directories and try to submit a few each day!

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Feature Ad
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Johnson Financial Services
Dedicated to helping you succeed financially!
www.jfsmoney.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!

*Thank you again so much! Everything worked fine and I have the book.
Your service is outstanding!*

*I have a website set up, can I still buy one of your store packages and use
on my website? Will it include a method of payment or would I be better off
to set up another website just for the ebook store? * Deb*

The great thing about our ebook store script is that it can be a standalone site or it can easily be added onto an existing site. The store is integrated with Paypal and takes orders and delivers them automatically. It also has a links feature and newsletter feature for emailing your subscribers. If anyone has any other questions just email me at terri@seymourproducts.com

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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

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Feature Article
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10 Networking Blunders That Cost You Sales
by Kelley Robertson

Networking is a critical skill sales; after all, the more people you connect with the more you sales opportunities you create. However, many sales people make a variety of mistakes that prevent them from maximizing the power of networking. Here are ten blunders and mistakes you need to avoid.

1. Attending the wrong networking events. When I first started my business I attended as many local networking events as I could fit into my schedule. However, I quickly noticed that I encountered the same people at these events—other small business owners out looking for business. These people were not my target market and very few of them interacted with the type of decision-maker I usually worked with so I realized that I was going to the wrong events. Get the most from your networking opportunities by showing up at events that your prospects attend.

2. Waiting for people to introduce themselves. Let's face it; the vast majority of people are reluctant or hesitant to approach strangers. However, if you take the initiative to introduce yourself to others you will be perceived as a person of authority and power. Not to mention that the other person will be relieved that they didn't have to make the first approach.

3. Spending too much time talking. One of the most fatal mistakes is to dominate the conversation. If you truly want to make a great impression, limit the amount you talk to no more than 40 percent of the airtime. Remember, networking events are not the appropriate setting to sell your solution. However, they are perfect situations to uncover potential sales opportunities.

4. Failing to ask other people questions. The most effective way to create a connection with someone is to ask them questions about their business and what they do. Ask them about the challenges they face and what they enjoy most about their work. High-value questions encourage people to share information and help you position yourself as an expert and a great networker.

5. Becoming distracted by other people. Have you ever had a conversation with someone who constantly watched the room instead of paying attention to what you were saying? If so, you likely felt ignored and unimportant. I also suspect that you would not refer business to that person. Don't make the same mistake. Pay close attention to every person you meet and learn how you might be able to help them.

6. Focusing on your self-interest. This follows the last point. If you make the effort to find out how you can help someone else, the chances are they will reciprocate. In the words of motivational guru, Zig Ziglar, "You can anything you want in life if you just are willing to help enough other people get what they want."

7. Failing to articulate your value proposition. I once spoke with a small business owner at a networking event and after a 20 minute conversation I still had no idea what she did because she was unable to clearly articulate the purpose of her company and her ideal client.

8. Failing to establish a connection. Effective networking means connecting with people. Although you will not connect with everyone you

meet, you can improve your results by making great eye contact, smiling, asking questions, and showing interest in the other person.

9. Executing the "meet & move" strategy. We've all encountered the person at a networking event who introduces themselves, gives you their business card, asks for yours in return, and immediately moves on to repeat the process with another victim. You get much better results by connecting with a small number of people rather than trying to meet as many people as you can.

10. Failing to follow-up afterward. Post-event follow-up is critical. However, don't make the mistake of calling someone three months after a networking meeting and saying something like, "We met a few months ago and I thought I'd touch base with you." This approach simply does not add any type of value to the relationship. Here two follow-up strategies to consider:

i/ When you meet a potential customer, arrange to contact them shortly after the event. Mark it in your calendar and make sure you contact them on the agreed-upon day and time.

ii/ After you meet someone who is NOT a prospect, look for opportunities to refer business to them. You can also help them by sending articles or information related to their business.

Networking effectively can have a dramatic impact on your sales providing it is done correctly. Avoid these fatal networking mistakes and improve your results.

Kelley Robertson, author of *The Secrets of Power Selling* helps sales professionals close more sales at higher profits. Kelley conducts workshops and speaks regularly at sales meetings and conferences. Get your FREE copy of *100 Ways to Increase Your Sales* by subscribing to Kelley's free newsletter, "59 Seconds to Sales Success" at www.Fearless-Selling.ca. Contact him at 905-633-7750 or Kelley@Fearless-Selling.ca.

Who was the 1st person to die of "Legionnaire's Disease?"
terri@seymourproducts.com?subject=answer

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 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: "In a nutshell, diddit is a site that allows people to discover and share their life experiences – like a virtual bucket list. Diddit combines a comprehensive guide of life experiences with an engaging social platform immersing users in rich content from ski resorts visited and trans-America bike routes completed to Paris attractions explored and green living habits practiced." <http://www.diddit.com/>

Quote of the Day: *I was always looking outside myself for strength and confidence, but it comes from within. It is there all the time. * Anna Freud*

Fun Free Download: Spore 1.00

Spore is a remake of the cool C16, C64 and Spectrum game.
<http://www.tdbsoft.com/>

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.

"I won't be wronged, I won't be insulted, and I won't be laid a hand on. I don't do these things to other people and I expect the same from them."

terri@seymourproducts.com?subject=quote

This week's riddle: Something in Common

An island and the letter "t" have something in common.
What is it?

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

Contact Info:
Terri Seymour
terri@seymourproducts.com

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Answer to Riddle: They are both in the middle of waTer! ;-)

