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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. Article: Top 13 Tips to Creating A Professional Looking Newsletter
9. Feature Ad
10. This 'n That Little Bit of Everything!
11. Subscription Management & Contact Info

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Top Sponsor Ads
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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

Download for FREE, Right Here!

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

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

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

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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,

We finally got some rain here in central WI and the grass is getting green again. How pretty everything gets when it rains! The fall season is coming up fast and soon all the kids will be back to school. Most people will have more time to devote to their online/home business. The busiest season of the year (for most businesses) is coming up very quickly! Here are some fall marketing tips to help you increase your business:

<http://blog.mailermailer.com/2008/10/fall-email-marketing-ideas/>
<http://www.babyshopmagazine.com/fall07/marketing-tips-for-autumn-profits.html>

In the News

Windows 7, New Laptop Designs to Converge

http://news.cnet.com/8301-13924_3-10301433-64.html

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

Swift Headers Pro (web design/graphics)

Facebooking Craze for Internet Marketers (internet marketing)

How to Systemize a Day's Work (self-help)

So You Wanna Buy a Car (cars/driving)

Caesar & Cleopatra (classics)

Davy Crockett: His Life & Adventures (education)

Apple Growing (yard/garden)

Making a Fireplace (home/family)

Clickbank Promo Tools Generator (software)

How to Cook Fish (ecookbooks)

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

****Weekly Subscriber Special****

Fall Into Fall

Fall into fall with your own successful ebook business. For just 4 days Seymour Products is offering you 100 ebooks of your choice plus your own ebook store for just \$30.00! This is a great opportunity for any of you who have been thinking about opening a store or just adding ebooks to your existing business. Either way, ebooks can make you money. Browse the store, order 30 ebooks and then email me know the titles of the remaining 70 you would like. **Fall into Success with Your Own eBook Store!**

This special is valid from August 4 through August 7.

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 **Michael Cushman** for being last week's trivia winner!
Good luck to everyone this week!

Last week's Q: *What did Babe Ruth wear under his baseball cap to keep cool?*

Last Week's A: *A cabbage leaf*

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 1665 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:

Learn Basic HTML

<http://www.seymourproducts.com/ebooks-resell/dl/basic-h-t-m-l.zip>

Basic SEO, computer and technical terms dictionary.

<http://www.ecommerce-dictionary.com/>

Free Guide to FTP

<http://startupinternetmarketing.com/dl/FTP-Made-Simple.pdf>

Free Banner Creator Tool

<http://www.quickbanner.com/index.dbm?system=fourcorners>

Free Download: HelpNDoc 2.1.0.2

HTML help authoring, PDF and WEB based documentation generator

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

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip
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Convert your website into a free ebook. This works best if you have a lot of helpful content on your site. Offer the free ebook to your visitors and let them know they can offer it to others as well.

Submit it to ebook directories, free download directories, etc. The more you can get it out there, the more people will "read" your site and come over to check things out.

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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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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!

*Many thanks for this your site is truly awesome - does exactly what its says on the tin as we say over here! * Roy*

*Terrific site! To improve it, I would say have a "New Items" link because I will be coming back often to check the latest titles. You have the best prices and best selection, so why go anywhere else? * Lonnie*

*Your site is the best I've seen so far. Love the variety. * Jeremy*

Who, at 6'5", was the tallest #1 Box Office star? (HINT: He died at the age of 59 over 2 decades ago) terri@seymourproducts.com?subject=answer

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Feature Article
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Top 13 Tips to Creating A Professional Looking Newsletter

By Michael Wong

In this article I show you my top 13 tips on how to create professional looking newsletters.

1. Design Scannable Newsletters

According to recent study by usability expert, Jakob Nielsen, about 50 percent of readers skimmed or partly read the newsletters. Only 23 percent of readers read the newsletters all the way through. The remaining 27 percent were never opened.

So make the text easy to scan by:

using short paragraphs

using bullet points

including plenty of white spacing between topics

highlighting topics with uppercase or bold text in HTML newsletters

2. Insert Line Breaks

Improve the readability of your newsletter by formatting it with hard line breaks at 60/65/70 characters per line. You can use a text editor, such as [TextPad](#), and set it to insert hard carriage returns at the end of each 65-character line.

3. Include Newsletter Title In The Subject Field

Include your newsletter title at the beginning of the subject field. This will help the reader differentiate your newsletter from junk emails. It will also allow them to filter your newsletter into a separate folder with the use of filters.

4. Make Your Subject Field Sell!

Advertise the most enticing story of each issue in the subject field. You literally have seconds to grab the readers attention, so make it count.

5. Include A Table Of Content

Include a table of contents at the top of the newsletter. This will allow readers to scan the topics to see if anything in the newsletter catches their interest.

6. Fix Long Links

Long hyperlinks may be broken when you format emails using hard line breaks at 60/65/70 characters per line.

To fix this problem, deselect word wrap after you have inserted the carriage returns. Then manually edit the links to ensure they are on one line. When the email is sent, a link may still wrap onto two lines. But now it will be clickable.

7. Avoid Spam Filters That Flag The "Unsubscribe" Word

Do not use the word "unsubscribe" in your removal notice. A number of spam filters flag emails containing that particular word as possible spam. The reason is many spammers now offer "unsubscribe" functions that don't actually do anything.

8. Avoid Spam Filters That Flag Chain Letters

Some spam filters are flagging emails that asks readers to forward the newsletter on as chain letters.

Avoid using the word "forward" and any of the following words in the same sentence, "all, anyone, every, friends, many, others, people." Instead of "forward," try using "pass," "share," or "send."

9. Reduce Remove Request Emails

There are two methods to reducing the number of remove email requests from your subscribers:

- Include a removal notice at the top and bottom of the email.
- Place the bottom removal request at the very bottom of the email, rather than a few paragraphs from the bottom.

10. Design User-Friendly HTML Newsletters

Most people use an 800x600 screen resolution, but the email preview pane is usually much smaller than the full screen. So format your HTML table widths at 500-600 pixels at the most. Better still, use a relative (percentage) width table, which will allow your newsletter to be resized when viewed in different sized windows.

11. Create AOL Friendly HTML Newsletters

AOL try to protect their users by eliminating potential security hazards. As such, AOL email clients do not support the following HTML objects:

- ActiveX
- Audio
- External Style Sheets
- Frames and IFrames
- Java
- Meta Refresh
- Scripts: JavaScript, Perl, VBScript, etc.
- Tooltips
- Video

In addition, the following HTML tags are the only ones supported by AOL email clients:

- Big: Big
- Body: Body
- Bold: B
- Break: BR
- Center: Center
- Font: Font
- Header: H1, H2, H3
- Hyperlink: A
- Italics: I
- Paragraph: P
- Small: Small
- Strong: Strong

- Subscript: Sub
- Underline: U

12. Include AOL Clickable Links

AOL users can't click standard hyperlinks or email links. For links to work in AOL email clients, you must format them using HTML. This is why you sometimes see both standard and HTML formatted links.

For example:

```
http://www.Mikes-Marketing-Tools.com  
<a href="http://www.Mikes-Marketing-Tools.com">AOL Link%26lt;/a%26gt;  
<a href="http://www.Mikes-Marketing-Tools.com">AOL Users Click  
Here%26lt;/a%26gt;
```

```
joe@anysite.com  
<a href="mailto:joe@anysite.com">joe@anysite.com%26lt;/a%26gt;
```

13. Spell Check Your Writing

Last but not least, always spell check your newsletter. Text editors, such as [TextPad](#), include a spell check function.

If yours doesn't, then copy and paste the text into Microsoft Word (assuming you have it). Make sure you have the "Check spelling as you type" option switched on.

To set this, select "Options" under the "Tools" in the top menu bar. Then select the "Spelling & Grammar" tab. Under "Spelling" check the "Check spelling as you type" check box and click "OK." Word will underline all of the words that contain spelling errors.

Alternatively, check your spelling using [SpellCheck.net](#), a free online spell checker.

Michael Wong is the editor of Mike's Marketing Tools, which offers [internet marketing tools](#) information and reviews, [free marketing tools](#), and dozens of [marketing tips](#) that has been published on thousands of web sites. <http://www.mikes-marketing-tools.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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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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"FreeAdvice has been providing millions of consumers with outstanding information and general advice, free, since 1995." www.freeadvice.com

Count the garden by the flowers, never by the leaves that fall. Count your life with smiles and not the tears that roll. * Author Unknown

Share your style with the world and learn from others. Upload photos of yourself showing off fashion that makes you who you are while gaining inspiration from others. <http://www.fashbo.com/>

Fun Free Download: Craps Age

Free craps game to play for fun!
<http://www.crapsage.com/>

This week's riddle: Sound of Silence

Which of the following words does not have the sound of silence?

- Note
- Rhythm
- Treble
- Rest
- Scale
- Chord

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
=====

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

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Answer to Riddle: Rest: All the other options have silent letters.