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Business Marketing Bulletin
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Top Sponsor Ads
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****Concerned about your family's health and safety?*****

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!

It's a dream job from home.
Krista Clyburn 717-378-4677
www.workathomeunited.com/thegreenpond

Promote Your Business To 4000 Prospects

Learn how to promote your business or product with this tool. Start having prospects contacting you about what you have. Email 4000 prospects a day without spamming. Teach others to do the same and watch the duplication explosion. <http://www.teamleadsgeneration.com>

***** **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,

I have now added the Sports and Recreation Store Package to our inventory. I will be offering this package (regular price \$15.00) to all subscribers for the next few days for the low price of just \$10.00! Just Paypal payment to terri@seymourproducts.com and I will send you the link.

You can read more about it here: http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=1997 The next package will either be Home/Family or Jobs/Career.

If you are interested in either, please send your vote to:

terri@seymourproducts.com?subject=home or
terri@seymourproducts.com?subject=jobs

If either one gets more votes, that package will be the next one offered!

I will be sending out an extra solo mailing on Thursday this week, but it is just one time so please give this solo mailing the same attention you would any other. I appreciate your time!

We lost another beloved celebrity to cancer yesterday. Patrick Swayze lost his painful battle with pancreatic cancer. May he now be free from suffering and rest in peace!

In the News

Microsoft Launches Open Source Foundation

<http://www.dailytech.com/Microsoft+Launches+Open+Source+Foundation/article16226.htm>

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

Cycling for Life MRR (sports)

Guide to Buying Your Dream Home PLR (home/family)

Natural Treatments for Dandruff MRR (beauty/fashion)

Mental Health PLR (health/fitness)

PDF Domination MRR (ebook creating)

Big Profits from Small Products MRR (business)

Build the Perfect Mailing List MRR (internet marketing)

Improve Your Memory PLR (self-help)

Search Engine Optimization PLR (internet marketing)

eBook Creation & Promotion for Newbies Pack PLR (ebook creating)

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

****Weekly Subscriber Special****

100 Plus eBook Special!

Choose any 3 of our \$15.00 niche packages for just \$25.00! (Not including the new Sports & Recreation package) This will give you a total of 105 of our best selling niche ebooks for just \$25.00 plus your own store (optional).

Just Paypal \$25.00 to me at terri@seymourproducts.com and let me know which 3 niche packages you would like. I will send your links ASAP!

Look over the \$15.00 Niche Packages here:

<http://www.seymourproducts.com/ebooks-resell/categories.php?CategoryID=26>

This special is valid from September 15 through September 20.

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: *How long does it take the average person to fall asleep?*

Last week's A: *7 minutes*

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 1682 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:

The Power of Concentration

<http://www.seymourproducts.com/ebooks-resell/dl/po-co.zip>

Thousands of Free Resources
<http://www.howamazing.com/>

Submit your site for free!
<http://www.pegasusdirectory.com/>

What if your ad appeared on thousands of Thank You pages all over the Internet for Free? <http://www.thankyouads.com/?r=28005>

Free Download: Download Manager

FDM accelerates downloads by splitting files into sections and then downloading them simultaneously. As a result download speed increases up to 600%, or even more! FDM can also resume broken downloads so you needn't start downloading from the beginning after casual interruption.
<http://www.freedownloadmanager.org/>

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

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eCommerce Marketing Tip
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Team up with one or more online business owners and help promote each other. Make sure the businesses complement one another. Send each

other potential customers and referrals. Place each other's ads on your websites. Compose a free ebook and have all your ads within. Doing things like this can increase your exposure many times over!

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Feature Ad
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Grow your business with GetResponse Email Marketing:
<http://www.getresponse.com/index/Seymour>

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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!

*First of all we want to thank you for the unique service you have given us
!!!! And we mean **UNIQUE !!!** We are very grateful for the header you
designed for us. * Pearl & Andiran*

*How did Frank Baum, the writer of Wizard of Oz, come up with the name Oz?
This will probably surprise you! ;-)
terri@seymourproducts.com?subject=answer*

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Feature Article
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Pages to Include in Your Website
by ©Erin Ferree

Building a Website may appear to be very complex, but it's really an easy process. The best way to start is by developing a map of the pages and content that you want to include. This depends upon the type of business you have, and how informative you want your Website to be. Below is a

list of sample pages for you to review while you plan out your site.

Essential pages

As a bare minimum, your business Website should include the following pages:

- Home Page — Read more about the design of your home page.
- About Us and, if appropriate, About Our President/Principal
- Our Services — This is a listing of the different services or products you provide, along with a short description of each. If your products or services require more in-depth descriptions, link to separate pages for more information.
- Contact Us — This can range from a simple listing of your contact information to a more complex "intake form", with a range of questions on your prospect's needs.

Create a different name for these Website sections if you'd like to add more personality to your site! For example, your About Us page can be titled, "Who We Are," or "About Us."

Service- vs. Product-based businesses

In addition to these basic pages, you may wish to include other pages. Services- and product-based businesses require different types of pages. If your company performs services for others, your business is a service-based business, and your site should include these pages:

- Clients — Your clients can be presented in terms of specific client names or a more general industry listing.
- Testimonials — These can be on their own page, listed on the client page, or distributed throughout the site.
- Request a Quote or How to get Started with your service

In service-based businesses, it's important to ground your claims and add to your credibility with a demonstration of your capabilities or skills. You can do so with these types of pages:

- References — These are more formal and longer than standard testimonials.
- Portfolio — This is appropriate for artists, designers, writers, and other creative professions.
- Sound Clips—This is appropriate for entertainers, bands, DJs, and speakers.
- Samples of our work — These are for other professions, as appropriate.
- Resume(s).

If your company sells products, your business is a product-based business. To provide your customers with quick and easy access to your products, your site should include:

- Product Description(s) — Include photos, details, pricing, and "Add to Cart" capabilities.
- View your Shopping Cart
- Check Out

Adding credibility

Once you have these basic pages, the next step is to add credibility and information to your site. PR, news, and information pages can do this for you, providing visitors an incentive to return time and time again.

- News — Include current as well as past articles on your company.
- Pressroom — This is for press releases produced by your company.
- Newsletters and/or Articles— These are written by your firm or principals and help provide you with "expert" status, as opposed to articles written by outside sources.
- Media or Press Kit — This area would contain a company backgrounder, logos, photos, and tools that others may use when writing articles about your company.
- Audio clips— These would be sound clips of you talking about your business makes your Website more personable. You could also provide audio testimonials for more punch.

- Video Clips— According to Web trend forecasters, a video testimonial is quickly becoming the next hot item for building credibility.
- Frequently Asked Questions (FAQ), or Ask the Expert

Additional business pages may also be appropriate, depending upon the type and size of your business:

- Company Mission
- Company Vision
- History
- Case Studies
- Why Choose Us?
- Bios of your Team Members
- Jobs or Opportunities
- Map and/or Directions
- Events/Classes/Workshops — This page would include details about, as well as the schedule of and sign-up for various company events open to the public.
- Downloads — These are PDFs, brochures, presentations, and software demos or programs.
- Statistics Research or Studies — Either conducted by your firm, or related to your firm, clients or industry
- Pricing — If you sell products, your pricing should be listed in your shopping cart. For service-based businesses, whether or not you list your pricing depends upon the standards in your industry; you don't want to price your services on your site if you don't have to.

Additional Information Pages

- Recommended Books — Linking these to a reseller account through Amazon.com can generate extra revenue for your business.
- Resources — Other services that are compatible with yours, or links to places online where you can learn more.
- Links — Exchanging quality links with other sites can be a good way to increase your search engine rankings.

We hope that this list is helpful in your website planning process!

About the Author: Erin Ferree is a brand identity and marketing design strategist who creates big visibility for small businesses. Through her customized marketing and brand

identity packages, Erin helps her clients discover their brand differentiators, then designs logos, business cards, and other marketing materials and websites to reflect that differentiation, as well as to increase credibility and memorability. As the owner of elf design, Erin is passionate about helping small business owners stand out in front of their competition and attract more clients. Hundreds of small business owners across the US and Canada have relied on Erin to create content and visuals that support their brands.
<http://www.elf-design.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 you!

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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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Let's Have Some Fun!
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Site of the Day: PrizeToad gives away tons of great cash and prizes every week. No purchase necessary. Each week begins a new contest and you are eligible for them all. Refer a friend and you win what they win.
www.prizetoad.com

Quote of the Day: *Be who you are and say what you feel, because those who mind don't matter and those who matter don't mind. *Dr. Seuss*

Fun Free Download: Alien Arena
Alien Arena 2009 is a freeware online deathmatch game with fast and furious action for Windows and Linux!
<http://icculus.org/alienarena/rpa/>

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! Just to make it more fun, if you do get it right, you will get a free ebook from our store for being so smart! ;-)
terri@seymourproducts.com?subject=quote

Why should I sail with any of you? Four of you have tried to kill me in the past... one of you succeeded. Please be specific with the movie as it is one of a trilogy of movies.

This week's riddle: Word Play

What do these words have in common?

CASE GUIDE HAND LOG SCRAP

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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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advertisements, resources, information, products, services, income processes or programs. We disclaim any responsibility and/or all liability arising out of, or relating to, any item listed in this ezine, and/or websites.

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Answer to Riddle: Each may be followed by the word book to form a word.