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**Business Marketing Bulletin**  
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Terri Seymour, Publisher  
<http://www.seymourproducts.com>  
[terri@seymourproducts.com](mailto:terri@seymourproducts.com)  
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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](http://www.workathomeunited.com/thegreenpond)

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We offer thousands of products at below wholesale prices.

Click on the link below for details.

<http://www.dropship-business.com/index.html?aid=273583>

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

Happy First Day of Fall! This has always been my favorite time of year. The weather is getting cooler, the days are getting crisper and the holiday season is approaching! Life for all of us can be very hectic and stressful during the holidays. Here are some tips to help you through:

<http://www.medicalnewstoday.com/articles/17147.php>

<http://www.docstoc.com/docs/3648604/Tips-for-Managing-Stress-During-the-Holidays-The-holidays-can>

<http://ncadi.samhsa.gov/seasonal/healthyholiday/blues.aspx>

I had some problems with my computer and lost some emails so if you

emailed me about anything in the past few days and did not get a response, please email again. I apologize for the inconvenience.

### **In the News**

Permuto Launches with New Ad Tools for Retailers

[http://news.cnet.com/8301-17939\\_109-10358314-2.html?tag=mncol](http://news.cnet.com/8301-17939_109-10358314-2.html?tag=mncol)

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

The Bird Book MRR (animals/nature)

24 Little French Dinners MRR (ecookbooks)

The Extermination of the American Bison MRR (education)

The Book of Romance MRR (romance)

Reuse & Recycle MRR (go green)

Balance Your Life PLR (home/family)

Biotope Aquarium Guide PLR (crafts/hobbies)

Fun Activities with Your Dog PLR (pets)

The Complete Field Guide to Relocation PLR (travel/relocating)

Internet Scams PLR (computers/internet)

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

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

#### **100 Plus eBook Special! (extended by request)**

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](mailto: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 22 through September 25.

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

**Last week's Q:** *How did Frank L. Baum (the creator of Wizard the Oz) come up with the name OZ?*

**Last week's A:** *He noticed a file cabinet with two drawers – one said A-N and the other O-Z so OZ was born! ;-)*

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 1690 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:**

Cinderella

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

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Tons of web development resources

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

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Submit your site for free!

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

\*\*\*\*\*

Free advertising for your business!

<http://www.communityadvertising.org/>

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**Free Download:** EditEx 5.0.2 Beta

EditEx was created for programming or comfortable text editing. It has all what is needed: highlighting of more than 50 highlight schemes (including most popular C++/C#/Delphi/Basic/HTML/PHP/CSS/Python/Java), search and replace using regular expressions, encoding, editing and creating files in Win/Linux/Mac format, quick spell checking, auto-correct, full screen mode, included FTP-client with a feature to edit files directly on a server, highlighting brackets, search/replace in files, favourites, powerful print with syntax highlight etc.

<http://www.fdevelopers.com/editex/>

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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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Buying is emotional! Remember your customer needs to feel good about you and your products/services. Show your customer they can trust you and feel good about your product. Explain to them how your product can

solve their problems, take away the stress and make their lives better/easier! This is a very important part of the sales process!

More info: <http://www.bankersonline.com/marketing/produce.html>

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Feature Ad  
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Raw Earth Creations Pendants that will inspire you.  
Custom made for your needs. Beautiful one of a kind pieces.  
Earth friendly, unique and gorgeous, these are must see!  
[www.rawearthcreations.etsy.com](http://www.rawearthcreations.etsy.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!

*No feedback this week due to loss of emails. Please send any comments, good or not so good, you may wish to share!*

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Feature Article  
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## **How to Create An Effective Newsletter**

by Nelson Tan

The typical form of newsletter is a one-way communication where you provide information to customers, such as product updates and announcements. Creating a successful newsletter can be extremely rewarding. Subscribers and customers respond with glowing feedback, online sales jump and your customer relationships and brand loyalty deepens. Here are some useful tips that might help in creating a successful newsletter.

## **Define Success**

Ask yourself “What is the purpose of your newsletter?” A newsletter is a substantial investment of company resources in terms of time and energy, and you need to define in as tangible terms as possible the purpose of your Newsletter.

## **Voice and Personality**

Establish a voice or editorial personality—whether newsy, serious, gossipy or funny—that is synergistic with the image you want to portray and connects with your audience. Remember that e-mail newsletters aren’t e-mail promotions designed to stimulate immediate action. Sales and promotional copy don’t suit e-newsletters. Nor does the traditional tone of broadcast corporate communications. Think of your newsletter as a one-on-one conversation. Just imagine sitting in a coffee shop talking informally with a customer. That’s the starting point for your approach—a more personable and appropriate “human” voice will come naturally. Drop the jargon, drop the sales pitch, be as honest as you can, and talk like a human being. You can have as much or as little personality as is appropriate. Consider adding a brief editorial, a comment or two, an editor’s note, a couple of lines of commentary, a touch of opinion; adding a little human element here and there. Sign editorials, give authors a byline, or list some names down in the administrative section of each issue to which your readers can relate to.

## **“From” Line**

Whether it’s a person’s name, name of the newsletter or company name, determine what will resonate best with your readers and stay with it.

## **“Subject” Line**

“Vol. 1, Issue #8” or “Company News” are not enticing subject lines. They are certainly consistent and simple, but they don’t tell your readers anything that will motivate them to open your e-mail. Your subject line is your calling card—entice your readers with the most interesting or intriguing information in your Newsletter. Use attractive headlines as a means to summarize a section of content.

## **Style/Format**

Establish a format and layout of your Newsletter that is clean and simple, with elements of the Newsletter (table of contents, “Tips”, subscription information, etc. located in the same spot each issue).

## **Content and Relevancy**

Figure out what your readers want and give it to them. Seek continuous improvement by obtaining reader feedback and monitoring click-through rates to determine what types of articles are most popular. Another dilemma that we all confront is too much information and too little time. The

newsletter's job is to keep readers on top of trends and the latest developments in the industry. Aim for articles and feature stories to meet one of the following criteria by including either: major industry occurrences, forward thinking industry ideas, education on issues or new techniques, or business opportunities.

Whether your customers work out of a corporate or home office, or employees need answers to questions and tips for improving business activities, e-newsletters provide you with an opportunity to point out work inefficiencies, and share relevant best practice. When you create a newsletter, try changing your focus from selling products and services to solving your customers' problems. Think about what they need and give options they don't know exist.

The greatest thing about the electronic medium is that you can quickly add new hyperlinks and include updates on old material should new information surface without incurring another round of cost for a new issue (that happens in the real world).

### **Don't Wait Till the Last Minute**

Begin compiling newsletter information in advance. Ask fellow marketers to contribute articles. One great source of information is none other than your inbox where you can quickly search for worthy nuggets from the past week and relay the same essence in your own words.

### **Quality Sources**

Where can you get quality content for your newsletter?

1. Article directories like ezinearticles.com or findarticles.com. Also get articles from yahoogroups. The downside to this is that you need to include the author's signature or resource box.
2. Forums. One of the most dynamic and updated places on the Internet is where people write off the cuff and in real-time. Thread after thread, reply after reply of the latest information comes off the minds of forum participants. Combine interesting topics and reword them into an original article.
3. Again, your own inbox right under your nose. Whatever other marketers are writing or selling about, use them to your own advantage and recreate them as your own.
4. Your own insights are really your best resources. When you have passion, you will never stop talking about what you know. Be consistent at no. 4 and soon enough you will find a way to mold yourself into an expert. Continue to expand your knowledge database and add value to it.

## **Graphics**

Use graphics that print well on your printer. Using a good mix of photographs and art work makes for interesting copy. Too many graphics can leave the newsletter looking cluttered.

## **Frequency**

Determine how frequently your readers want to hear from you/receive your newsletter—and what you can commit to. As a rule, a weekly newsletter is ideal. However, don't launch a weekly newsletter if you are not absolutely certain that you can distribute a quality Newsletter every week. A fortnightly newsletter is a good option too.

## **Length**

A newsletter should be a quick read. Readers expect to finish reading it in 4 to 5 minutes. Short articles increase the probability that your reader will find something of interest to them.

## **Timing**

Test and pick a day and time that works best...and stick to it. Readers should almost be able to set their watches by the receipt time of your Newsletter.

## **Penetration**

You have the option of formatting your e-mail by including colorized text and a variety of fonts, but not all e-mail software supports HTML mail. Consider writing your newsletter in plain text or offer two mailing lists—one for plain text mailings and the other for HTML e-mail.

## **Make it Viral**

Provide information readers can act on or that stimulates reaction—forwarding it to friends and peers, stimulating purchases or requests for additional information. Make it easy for readers to forward articles and information to peers and friends. Provide a "Tell a Friend" link that enables readers to forward the Newsletter with a personalized note.

## **Search**

Make it easy to find articles of interest and back issues. Provide a table of contents and links to articles within the newsletter and to resources and past articles on your site.

## **Printability**

If you want to give readers an option to print, consider providing "printer-friendly formats" on your website. Make sure your newsletter is physically

readable. Avoid anything less than 12 point fonts for the article text. Fancy fonts may look good but can be hard to read when printed. Heading and text fonts should be consistent throughout the newsletter.

If you lack experience in print media, seek out assistance if you know someone in the field. If not, don't worry—the abovementioned basic principles apply. Plan to research your material thoroughly and avoid factual or editing errors, as they will make you seem less credible.

## **Personalize**

At the very least, address the reader by name. The most successful newsletters have a human being associated with them...and a personality. If possible, your Newsletter should be "written by a person" at your company...not the company.

## **Language**

Not everyone has the range and depth of vocabulary as teachers and linguists do. Use words that are easy to understand, and if you do use technical terms, provide a definition that people can relate to. There is nothing more frustrating than a definition that makes less sense than the word itself. Just write in layman terms and keep it short, simple and straightforward.

## **Spelling and Grammar Check**

Sending out copy with numerous errors creates a negative image to your readers. Aside from using a spell checker, have an outsider edit your final copy for readability, grammar and content.

## **Test and Track**

Test the Newsletter on few e-mail addresses to check for errors and other issues before sending to the entire distribution list. Keep track of results and reactions to your newsletter to come to an understanding for further tweaks and corrections.

Lastly, to summarize the key fundamental features of an e-newsletter, make sure you include:

- Table of Contents
- Hyperlinks for customers who want more information for a featured topic
- Exciting secrets or tips related to your product or service
- Contact information

E-newsletters can take up a good amount of time if not managed correctly. The use of a list server (a piece of software that runs on your Internet provider's computer or on your own web server) is a good option. It will automatically manage a list of e-mail addresses. Once you send your

newsletter to the list server, it distributes the letter to the stored addresses. For more information on list servers, contact your Internet service provider. If you opt to use another method, make sure you have a plan for handling incoming and outgoing mail when your customer base increases.

In conclusion, your newsletter can serve as an extension of your business that will reach out to your customers. It will allow you to maintain regular contact with them and serve as an effective and rewarding addition to your marketing arsenal. These tips should help you put it all together and help you create an exceptional newsletter.

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Nelson Tan is the webmaster behind Internet Mastery Center. Download \$347 worth of FREE Internet Marketing gifts at <http://www.internetmasterycenter.com>

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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 you!

*What popular 80's teenage star auditioned for, but then turned down the lead role in Ghost which then went to Demi Moore? (more than one actress auditioned for the part but I am looking for this specific one)*  
[teri@seymourproducts.com?subject=answer](mailto:teri@seymourproducts.com?subject=answer)

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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:** Remember when you were a kid?

This fun nostalgic site lists things you will know if you were a kid in the 70's, 80's, or 90's!! ;-)  
<http://www.childhoodsite.com/>

**Quote of the Day: Dare to reach** out your hand into the darkness, to pull another hand into the light. \* Norman B. Rice

**Fun Free Download:** Warsaw 0.5

Set in a futuristic cartoon-like world where rocketlauncher-wielding pigs and lasergun-carrying cyberpunks roam the streets, Warsaw is a completely free fast-paced first-person shooter (FPS) for Windows, Linux and Mac OS X.

<http://www.warsow.net/>

**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](mailto:terri@seymourproducts.com?subject=quote)

*"You're gonna need a bigger boat!"*

HINT: It was a BIG movie back in the 70's!

**This week's riddle:** Wordplay

How do you make 'one' disappear?

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)

To not receive this newsletter:  
Send any email to:  
[unsubscribe@seymourproducts.com](mailto:unsubscribe@seymourproducts.com)

Contact Info:  
Terri Seymour  
[terri@seymourproducts.com](mailto:terri@seymourproducts.com)  
[support@seymourproducts.com](mailto:support@seymourproducts.com)

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Answer to Riddle: Add a 'g' to make it 'gone' or an 'n' to make it 'none'!