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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: How to Organize Your Home Office
9. Feature Ad
10. Let's Have Some Fun!
11. Subscription Management & Contact Info

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What's New?  
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Hello everyone and welcome new subscribers,

The next niche package for just \$15.00 to become available is the Home & Family package. I would like to thank all of you who sent in your requests. I will try to have the package ready for next week.

We now have 1945 products available for you and we do offer a good deal on our entire inventory for anyone who would like to start their own successful ebook store. Just email me and we can go from there! ;-)

I am looking for some ideas for my next article and would appreciate your help. What one question would you ask about starting your own online business?

Please send your question to [terri@seymourproducts.com?subject=article](mailto:terri@seymourproducts.com?subject=article)  
For your help, I will give you a free ebook from any category in our store!  
Thank you for your help!

## **In the News**

Court Orders Google Gmail Account Deactivated - What Happened To Our 1st Amendment Rights?

<http://www.lockergnome.com/blade/2009/09/25/court-orders-google-gmail-account-deactivate-what-happened-to-our-1st-ammendment-rights>

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

Website Flipping Tactics MRR (int. marketing)

Sleep Well MRR (health/fitness)

101 Ways to Get in Better Shape MRR (health/fitness)

The True History of Halloween PLR (holiday)

RV Life- Wave of the Future MRR (travel)

You're Hired MRR (jobs/career)

Build Your eBay Empire Classified MRR (ebay)

How to Create and Set Up a Database PLR (web design)

Auto Sound System Basics PLR (cars/driving)

Home Chef Kitchen Management PLR (food & drink)\*formerly ecookbooks/recipes

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

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

### **Free eBooks for Your Birthday**

Let me know when your birthday is and get the amount free that equals your birthday month – with any order of 10 or more ebooks!

For example: if your birthday is in October (10<sup>th</sup> month) get 10 free ebooks when your order 10 or more! ;-)

Order your 10 or more ebooks, email me your birth date and your list of free ebook titles and I will send the links. Thank you!

This special is valid from September 29 through October 2.

**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)

I am sorry to say there was no winner for last week's trivia! I hope that will change for this week! Good luck to everyone!

**Last week's Q:** *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)*

**Last week's A:** *It was Molly Ringwald!*

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 1702 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!

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Join me on LinkedIn and grow your business!

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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:**

Secret Adversary

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

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Networking forum for internet marketers  
<http://www.theinternetmarketersguild.com/>

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Directory of free website directories  
<http://www.directory-free.com/directories-free.php>

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Free business advertising  
<http://freebusinessadvertising.org/>

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**Free Download:** ControlPad 0.65

ControlPad turns the numeric keypad on your keyboard to a Windows command execution system.

You may configure any numeric code to: Execute any program, open any document, open any web address or send any series of keystrokes to the operating system.

<http://sector-seven.net/software/controlpad>

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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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### Using the Right Colors Can Increase Your Sales

Colors are a very effective psychological tool you can use to increase your sales. Here is a list of colors and what emotions they can bring out:

**BABY BLUE** is a color which implies weakness.

**BLACK** sophistication, elegant, seductive, mystery. It is associated with seriousness, darkness, mystery, secrecy.

**BLUE** is the color the majority of the world population calls its favorite color. It represents to "Trust". It is associated with trustworthiness, success, seriousness, calmness, power, professionalism. (IBM)

**BROWN** is associated with earth, nature, tribal, primitive, simplicity.

**GOLD** is the color of wealth. Associated with prestige, expensive.

**GREEN** nature, fresh, cool, growth, abundance. It is the color of nature. It is associated with money, animals, health, healing, life, harmony.

**GREY** is associated with neutrality, indifference, reserved.

**ORANGE** is a color which implies cheerful "levity". (Orange is one of Americans' least favorite colors.) It is associated with comfort, creativity, celebration, fun, youth, affordability.

**PINK** nurture, security. It is the color of femininity. It is associated with softness, sweetness, innocence, youthfulness, tenderness.

**PURPLE** royal, spirituality, dignity. It is associated with royalty, justice, ambiguity, uncertainty, luxury, fantasy, dreams. It can also have religious meaning to some people.

**RED** is the color of danger. It can imply risk. It is associated with love, passion, warning, excitement, food, impulse, action, adventure, excitement, strength, sex, passion, speed. They say this is good for food websites.

**SILVER** prestige, cold, scientific.

**WHITE** is associated with innocence, purity, cleanliness, simplicity. The color of pure innocence.

**YELLOW** warmth, sunshine, cheer, happiness. It is associated with curiosity, playfulness, cheerfulness, amusement.

Market researchers have also determined that color affects shopping habits. Impulse shoppers respond best to red-orange, black and royal blue. Shoppers who plan and stick to budgets respond best to pink, teal, light blue and navy.

Traditionalists respond to pastels - pink, rose, sky blue. So how can you put this information to use? <http://knol.google.com/k/gary-carlson/warning-colors-you-choose-can-hurt/2qe0j5d2z7tnc/8#>

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Feature Ad  
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*What statuesque actress earned a living by standing still in department store windows prior to her film debut in Tootsie?*  
[terri@seymourproducts.com?subject=answer](mailto: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](mailto:terri@seymourproducts.com?subject=feedback)  
We appreciate all feedback, good or bad!

*Thanks for all the quick replies. As your testimonials on your web say, you do reply extremely quick and are very helpful. \* Wolf*

*Thank you for the beautiful store-site!!!  
We are grateful for all the help! \*Andiran*

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Feature Article  
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**How to Organize Your Home Office**  
by Jennifer Mattern

When you work from a home office, you automatically put yourself at risk for greater distractions than if you worked in a typical office environment. You may have to deal with the distractions of children, pets, your spouse, neighbors, radio, television, and your refrigerator.

Don't let home office clutter be added to the list! Having a messy or cluttered home office will do nothing more than add to your stress load and make you less productive. Organizing your home office doesn't have to be hard.

## **Here's How:**

**1. Planning** – Make a list of your biggest home office organization problems. Do you have piles of papers that need to be sorted, trashed, or filed? Do you have general garbage surrounding you (such as drink bottles, old magazines, etc.)? Do you have disks or CDs everywhere with files and programs that you need? Do you have a problem finding a pen or paper clip when you need one? Can you easily reach your files when you need them? You can't start to organize your home office if you don't identify your problem areas first.

**2. Remove Trash** – Trash should be the first thing you deal with once you jump into organizing your home office. If you see something that you don't want or need, or that you can completely do without, just trash it! This could include anything from drink bottles to old copies of trade magazines to junk mail. If you're not sure about something, ask yourself "Will I honestly need, or use, this a month or two from now?" If not, get rid of it. Make sure you have a trash can in your office at all times. If you don't have one already, buy one so you don't feel tempted to let trash accumulate again.

**3. Filing** – Find a box, bin, or even a shelf where you can put all of your 'to be filed' items. Take any loose papers you find, and place them there for the time being. Then look at your filing cabinet or drawer (if you don't have one, now would be a good time to purchase one). Do you have your folders well organized? Do you need to create more? Work on neatening up your filing system in general, and then set aside a few hours, or even a full day, to file any papers you added to your 'to be filed' pile.

**4. Digital Storage Media** – If you have floppy disks, zip disks, or CDs lying around, it's time to give them a home. Disks can be stored in plastic containers, and CDs are often best stored in binders. While you can store CDs in several ways, binders are ideal for the home office, because you can organize and move them easily, as well as being able to add adhesive tabs to binder pages for labeling.

**5. Scheduling** – Always keep your schedule and deadlines in front of you. When you work at home, you have to work extra hard to prove your credibility, so missing an important deadline isn't an option. Keep a planner or PDA with you at all times. Additionally, keep a large wall calendar near your desk, so you can view general deadlines at a glance.

**6. Finding Space** – By this point, you should be left with only what's necessary for you to work (and possibly a few personal items). Find a place

where you can permanently keep your writing utensils, printer paper, binders, and everything else you need on a daily basis. When you finish using something, get into the habit of putting it back there.

**7. Organizing Your Computer** – If your general home office space is cluttered and unorganized, chances are that your computer files are in disarray as well. You'll find that you can work more productively if you don't have to search for where you saved files. Simply delete anything you no longer need, clear any unnecessary icons off of your desktop area, and organize your computer's file folders in a similar manner to your hard files.

**8. Finishing Up** – Once your home office area is organized, you should take some time to vacuum or sweep, wipe down your computer, monitor, mouse, and keyboard with a little bit of rubbing alcohol, and wash your desk. Touch up your cleaning every few days to help force you into the habit of keeping your home office clutter-free.

**What you'll need:**

1. Trash can
2. Filing cabinet and folders
3. Cases for computer disks
4. Binder for CD storage
5. Planner or PDA
6. Wall calendar
7. Bottle of rubbing alcohol
8. Clean cloth
9. Spray cleaner for your desk
10. Time

**Tips:**

1. Once your home office is organized and clean, touch it up frequently so clutter doesn't re-accumulate.
2. Go digital wherever possible. File emails and documents on your computer in digital form, rather than printing everything out for paper files.
3. Only use rubbing alcohol for your monitor, mouse and keyboard. Other chemicals can damage them.

By Jennifer Mattern: I own a small PR firm and work part-time as a freelance business writer. I also run over a dozen websites and blogs including [AllFreelanceWriting.com](http://AllFreelanceWriting.com), [BizAmmo.com](http://BizAmmo.com), [AllBookMarketing.com](http://AllBookMarketing.com), and [NakedPR.com](http://NakedPR.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!

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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:** Great blog filled with, as the name implies, neat stuff perfect for widdling away the last hours of the work week!  
[www.neatorama.com](http://www.neatorama.com)

**Quote of the Day:** *The best way for a person to have happy thoughts is to count his blessings and not his cash. \* Author Unknown*

**Fun Free Download:** Onverse (The Online Universe) is a game for friends to hang out together online and do all sorts of fun activities.  
<http://www.onverse.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! 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)

*I met this six-year-old child, with this blank, pale, emotionless face and, the blackest eyes... the \*devil's\* eyes.*

**This week's riddle:** Killer Panda

A Panda Bear walked into a restaurant. He sat down at a table and ordered some food. When he was finished eating, he took out a gun and shot his waiter. He then left the restaurant. After the police caught up with him, they asked him why he had killed the waiter. He replied, "Look me up in the dictionary." What did the dictionary say?

Answer at the end of the ezine.

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Subscription Management  
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Answer to Riddle: When they looked up the word "Panda" in the dictionary, it stated, "Panda: Eats shoots and leaves." ;-)