

=====
Business Marketing Bulletin
=====

September 8, 2009, Issue #169
Terri Seymour, Publisher
<http://www.seymourproducts.com>
terri@seymourproducts.com
© 2009 All Rights Reserved Worldwide

=====
In This Issue
=====

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: Which Website Visitors are Potential Clients
9. Feature Ad
10. Let's Have Some Fun!
11. Subscription Management & Contact Info

=====
Top Sponsor Ads
=====

****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

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>

=====
What's New?
=====

Hello everyone and welcome new subscribers,

Well the holiday weekend is over, I hope everyone had a safe and fun one, and it is now time to get down to business. Because of the hectic weekend, I am extending the \$10.00 offer for our new Classic Novels Package.

Just Paypal payment to me at terri@seymourproducts.com and I will send you the link to this package:

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=1980

Our next package will be a Sports and Recreation Package (unless anyone has any requests for a package).

Among other things going on this weekend, I turned 47! (yikes) but hey it's

just a number, right!!? To everyone who has a birthday this month or anytime, for that matter, I wish you a Happy, Safe and Love-Filled One! Don't worry about getting older because life just gets better! ;-)

In the News

Security Threat: WordPress Under Attack

<http://www.techcrunch.com/2009/09/05/security-threat-wordpress-under-attack/>

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

Home Sellers' Power Tips PLR (money/finances)

Lose 10 Pounds PLR (health/fitness)

History of an American Christmas and Traditions PLR (holiday)

Bookmark Your Business MRR (internet marketing)

The Complete Dating Marketing Pack PLR (romance)

Sleep Apnea PLR (health/fitness)

Cat Training MRR (pets)

DIY Secrets MRR (home/family)

Golf Basics PLR (sports)

How to Write High Response Sales Letters MRR (business)

Self-Development PLR (self-help)

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

****Weekly Subscriber Special****

Getting Older Special? ;-)

If you would like to tell me your age, I will combine the two numbers and you will get that many free ebooks with any order of 10 or more ebooks. For example: if your age is 43, you get 7 free ebooks when you order 10 or more. Just let me know your age and the ebook titles you would like for free!

This special is valid from September 8 through September 13. (I am extending the specials so more people can take advantage of them)

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 **Jo Lynn Francis** for being last week's trivia winner! Good luck to everyone this week!

Last week's Q: "I may not be able to carry it for you, but I can carry you." What movie is this quote from?

Last week's A: *Lord of the Rings: Return of the King*

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 1680 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>

=====
Freebies & Biz Helpers
=====

This week's free ebook:
Starbuck's Coffee Recipes
<http://www.seymourproducts.com/ebooks-resell/dl/StBCR.zip>

11 Tips to Make Your Website Easy to Use

<http://ezinearticles.com/?11-Tips-to-Make-Your-Web-Site-Easy-to-Use&id=2746846>

Submit your site and/or your articles for free

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

Free Affiliate Program for Dropship Products

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

Free Download: HelpNDoc

HTML help authoring, PDF and WEB based documentation generator.

<http://www.ibe-software.com/>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

=====
eCommerce Marketing Tip
=====

Build Your Reputation with Web Awards

Submit your site to win quality awards that will build your credibility. If you win, you will be given a banner to place on your site. Your visitors will see these awards and trust will be built. You can find awards to apply for here:

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

<http://www.website-awards.net/>

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

terri@seymourproducts.com?subject=answer

=====
Feature Ad
=====

Come see all the new creations at the Boutique!

We have leg warmers for the whole family. Will do any size or color your heart desires. Will be releasing my selection of wool recyclables. If you have any wool desires email me! Check out all the new ebooks!

<http://www.angelbottomsboutique.com>

=====
Feedback
=====

Please send in your comments, suggestions, questions, etc to

terri@seymourproducts.com?subject=feedback

We appreciate all feedback, good or bad!

*Thanks very much for the quick response! I really do love your site, it has a very good feel about it and loads of useful info. There are also many ebooks that I am interested in. * Paul*

=====
Feature Article
=====

Which Website Visitors are Potential Clients

by Jerry Bader

With today's website tracking software and services you can find out a lot about the people who visit your website. You can learn where they're from, what kind of browser they're using, how long they stayed on your site, and a

whole lot more. But what all this high tech intelligence won't tell you is what kind of people they are, and how likely they are to be transformed by your Web presentation from viewers to customers.

Your ability to convert website visitors into clients depends on your ability to find the soft underbelly of their subconscious desire. After all, if someone is happy with what they've already got, they don't need you, but if they were truly one hundred percent happy, they wouldn't bother coming to your website. Therefore every visitor that comes to your site is a potential client whether they know it or not.

The Setup's The Thing

Your website presentation has to find that annoying little subconscious scab just under the surface and pick at it until it becomes a full blown irritation that fosters discontent and a desire for change. That discontent is your opening to make your value statement.

We refer to this process as The Setup. Like any good presentation you cannot, or rather should not, just blurt out how great you are, but rather you have to set the scene. Like any good story, the punch line, moral, or payoff only works if it is properly setup. Far too many website presentations suffer from premature pitch climax.

The ability to transform viewers into customers requires patience. Entrepreneurial companies tend to view the setup as a waste of time, and they fear losing viewers before they ever get to the so-called "good-stuff." But without a proper setup, an audience is just not primed to accept what you have to say.

You can't sell anybody anything unless they understand they've not been getting everything they need and deserve. That understanding creates dissatisfaction with your competition and opens the audience's minds to what you have to offer. In short, the setup needs to touch a psychological nerve.

The Customer Is Always Right – Not Quite

We've all heard the expression, "the customer is always right." The fact is the customer is not always right, and in many cases they don't really know what they want or what they should have; and sometimes even when they do, they resist it because of a variety of misinformation, misunderstanding, self-doubt, and preconceived notions of conventional wisdom. It's your website presentation's job to set visitors on the right path.

Being The Expert Inspires Confidence

You're supposed to be the expert in what you do, and if you are, you need to have the ability to dig deeper into what people really want, need, and desire. I am always reminded of friends of mine who hired an interior decorator to

furnish their new home. The decorator asked them what kind of furniture they liked. They answered that they were looking for Colonial, to which the decorator answered, "No you aren't. What you want is Country French." And after he showed my friends what he was talking about they quickly agreed. The decorator knew his business and understood the clients. Yes the clients liked the idea of the homey Colonial look they'd seen, but not being furniture experts they didn't understand what the options were, and what kind of furniture best suited their lifestyle and budget, while still providing the homey rustic but comfortable aesthetic they wanted. Customer satisfaction is about providing what the client really wants and not necessarily what they say they want.

Learn How To Communicate So Audiences Get It

Let's face it; we all like to read about how the digital revolution has opened up the business world to more audience influence, but the fact is people are influenced and manipulated and desires created through marketing and advertising as much as ever. How many website owners actually benefit in any meaningful way from social networking and search optimization, or do they do it because it's expected and promoted by proponents as the tactic du jour.

If you think a particular song you like is played on a thousand radio stations because it's good, or even because it has a following then you are living in a fantasy world. If you think the vast majority of viral videos produced by corporations go viral all by themselves then think again.

Audiences are being manipulated and transformed into customers all the time, not because companies responded to what the public says, but rather to how the public reacts to various communication and marketing stimuli. What's truly amazing is how bad companies are at doing it. With all of the television industries' research into viewers, they still fail to deliver consistent quality programming that people want to watch. Every Fall new shows are yanked faster than a Nolan Ryan fastball, but the same crappy commercials live-on for what seems an eternity. Television viewers are a captive audience and if they want to watch their favorite show they have to tolerate the commercials (PVRs aside), but the Web is different. If your website presentation stinks, nobody is going to stick around to absorb the smell.

Web Television Convergence Has Arrived

If you think of your website presentation as nothing more than a digital brochure, you're already behind the curve. Welcome to the Web on TV.

All you need is a laptop computer or one of the new gaming consoles attached to your big screen TV to access the Web on television. And as network programmers scramble to get their acts together more and more people are opting to spend their television time on the Web. Kind of makes you rethink what kind of website presentation you should be offering. It's

time to start thinking of your website as your own business channel and the content on it as programming. It's the future and it's here, now.

Who Visits Your Website?

Before website visitors can be transformed into clients, we have to understand who they are in terms of their mental outlook or frame of mind when they first arrive at your home page.

1. Accidental Tourists

Accidental Tourists are website visitors who find their way to your website by serendipity. Your company's link may have come up in a search for something mentioned on your website, but not something that's a core element of your business. But just because these people didn't really intend to visit a site like yours doesn't mean they're a waste of time. Perhaps they never thought of using your product or service, or perhaps they never realized how much they really wanted what you have to offer. If your website presentation is exciting, meaningful, and entertaining you at least have the opportunity to plant the seed of desire for your product or service.

2. Brain Pickers

Brain Pickers show up at your site with little intention to buy anything, in fact they're there to pick your brain and find out how to do what you do for themselves. But if you're truly an expert at what you do, you at least have the opportunity to show these people that what you offer is special, and doing it right requires a company with your skills and resources.

3. Penny Pinchers

These guys are looking for a bargain. You are on a list and they are checking out who is offering the cheapest solution to their problem. But not all Penny Pinchers are penny-wise and pound-foolish, some, just need to understand why you're the best at what you do, and why what you are charging is the real bargain.

4. Tire Kickers

The Tire Kickers love to look but rarely buy. They want what you've got but they just can't make the commitment to buy it. They visit your website a hundred times, each time pressing their noses against the virtual storefront window trying to make a decision that rarely comes.

It's up to your website presentation to push them over the edge. If they want what you've got, you can sell it to them. All you need to do is find that soft under belly of desire that gets them eager to spend their money.

5. Missourians

These guys want what you offer but need the reassurance of some practical input to get them to buy. The desire is there, but it's frustrated by their mental need to justify the purchase with practical excuses. "But Honey, I know little Johnny is only three, but think of the eye-hand co-ordination he'll learn playing these video games." People ultimately buy what they want, and rationalize the purchase with logic and reasoning, but without desire, no amount of statistical evidence will work.

6. The Enemy

If you're any good, you'll have plenty of competitors hanging around your website looking for ideas they can use. It's all part of the game. Better to be out there showing people what you've got than hiding, afraid someone might take advantage. Besides if you're really good, you'll always be at least one step ahead of the competition anyway. That makes you the leader and them the follower. And everybody wants to do business with the leader.

7. The Needy

The Needy crave what you've got but need a lot of reassurance, handholding, and customer support. These guys have the potential to be good customers but your presentation has to make it clear that you'll be there to answer questions and concerns and not just leave them in the lurch like so many other Web-based businesses do after they've got the sale.

In The End

If you're fed-up with social networking self-gratification, frustrated by ever changing site optimization requirements, and ineffective advertising then it's time to re-evaluate what your website presentation says and how it says it.

In the final analysis it's all about communicating your emotional value proposition using your most important venue, your website; delivered in the most engaging, informative, and memorable manner that compels your audience to pay attention to your marketing message, and act upon it.

Jerry Bader is Senior Partner at MRPwebmedia, a website design firm that specializes in Web-audio and Web-video. Visit <http://www.mrpwebmedia.com/ads>, <http://www.136words.com>, and <http://www.sonicpersonality.com>. Contact at info@mrpwebmedia.com or telephone (905) 764-1246.

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!

=====
Feature Ad
=====

Get more traffic with this free program!
<http://www.trafficswarm.com/go.cgi?659014>

=====
Let's Have Some Fun!
=====

Site of the Day: Quotelections: "a daily pensive mind fix." Every day a thoughtful post is provided on an eclectic mix of topics with an emphasis upon positive, intelligent, and creative topics.
<http://quotelections.blogspot.com/>

Quote of the Day: *As the bus slowed at the crowded bus stop the driver called out, "Six only!" He counted on six passengers and called to those left behind: "So sorry, plenty of room in my heart - but the bus is full." He left a row of smiling faces. It's not what you do, it's the way you do it. * Author Unknown*

Fun Free Download: Breaktime Asteroids
Nice Asteroids clone for windows. Shoot up all the asteroids for points.
http://www.retro-comp.info/breaktime_asteroids/

Fun Movie Quotes: Win a free ebook!

My son Dustin loves movie quotes and thought maybe a lot of you would too so each week Dustin will have a fun movie quote for you to guess. 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

You were my brother, Anakin. I loved you!
Guess the movie, if you can! ;-)

This week's riddle: Scrambled TV

What is the name of this once popular TV show?

WSTEATNOLH (two words)

Answer at the end of the ezine.

=====
Subscription Management
=====

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

=====

Legal Disclaimer

The Business Marketing Bulletin does not make any warranties, express or implied, regarding the use of the links that we provide in our advertising. We don't guarantee the accuracy, completion, usefulness or legality of any 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.

=====

Answer to Riddle: The Waltons!