



by *Terri Seymour*

<http://www.seymourproducts.com>

This ebook includes free Giveaway/Master Resale Rights as long as no changes are made to the content. All articles within are available for reprint provided the article including the resource box remains unchanged. Feel free to distribute this ebook to your visitors, subscribers, customers, etc as a free gift or bonus. You can also sell this ebook along with the Master Resale Rights. Suggested Retail Price is \$9.99. All articles and content of this ebook are copyrighted. Violators will be prosecuted to the full extent of the law.

**© 2008 Terri Seymour of Seymour Products**

The information and resources in this ebook are provided as is. The publisher, Seymour Products, does not provide any warranty or guarantee and cannot be held liable for the actions of those who purchase the ebook. All external links are provided as a resource only and not guaranteed to remain active for any length of time. The publisher cannot be held accountable for the actions of or information provided by these resources.



created using  
**BCL easyPDF**  
Printer Driver

# ATTENTION

If you would like to use any of the articles in your ezine, ebook, website, etc. please include the following resource box:

## About the Author:

Terri Seymour has several years online experience and has helped many people start their own business. Visit her site at <http://www.seymourproducts.com> for resources, \$1 ebooks & software, free tutorials, affiliate programs, and a free ezine with bonus report: 77 Ways to Get Traffic!  
<mailto:subscribe@seymourproducts.com>

## Table of Contents

Introduction  
Starting Your Own Home Business  
You Can Be a Great Salesperson  
Design a Successful Website  
Search Engine Tips & Techniques  
Email Signatures - Easy Free Advertising  
Make Your Business Memorable with Business Cards  
Make Mistakes -But Learn from Them!  
How to Work at Home and Keep Your Sanity!  
How to Advertise with Flyers  
How to Have Your Own Online Party!  
How to Start a Link Exchange  
Automate Your Internet Business with Autoresponders  
Blog Your Way to More Traffic & Sales  
How and Why to Publish an Ezine



How NOT to Publish an Ezine!  
Publishers' Swap Meet!  
12 Ideas to Help Relieve Stress  
Effective Ezine Advertising Part 1  
Effective Ezine Advertising Part 2  
Why You NEED to Write Articles!  
5 Powerful Article Writing Tips  
Building Your Business with FREE Tutorials  
Five Ways to Boost Your Marketing Power  
How to Make Money Selling Ebooks  
How to Write Your First Ebook  
How to Market Your Ebook  
Marketing Strategies for the Holiday Season  
Closing

## **Introduction**

Starting your own business is not an easy accomplishment. Don't be fooled by promises of easy money and instant riches. There are a lot of scams and shams out there and we are here to try to help you avoid them.

Visit [www.SeymourProducts.com](http://www.SeymourProducts.com) for real, helpful and straightforward information, resources and more to help you start or build your online home business. We offer not only a solid, honest business opportunity with our ebook store packages and wholesale ebooks, but also tutorials, articles, affiliate programs and more.



Sign up for our weekly ezine for lots of tips, links, and tools. Bonus Report – 77 Ways to Get Traffic is yours free with your subscription. Send any email to [subscribe@seymourproducts.com](mailto:subscribe@seymourproducts.com) and watch for confirmation email.

We also have over 1000 resell and private label rights ebooks and software for just \$1.00 each. Use these products to build your business or resell the ebooks to increase your online income or both. We more than doubled our online income with ebooks and you can too! <http://www.seymourproducts.com/ebooks-resell>

The following pages contain marketing strategies, advertising tips, promotion tactics and more to help get your business off the ground and become a success!

## **Starting Your Own Home Business**

© Terri Seymour of [www.seymourproducts.com](http://www.seymourproducts.com)

Ok, so you have researched the facts, weighed the pros and cons and have finally decided that a home business is right for you. But now you need to figure out what type of business you want and how to proceed with starting this business.

There are many types of home businesses but not all of them are right for all people. You need to ask yourself these questions: Do I want to start my own business from



scratch? Do I just want to join an MLM and sell for someone else? Do I want to sell physical products or digital products? Do I want to do all the work online or offline too? Do I want help with my business or do I want to go solo? Do I just want to become an affiliate and sell other people's online products?

**MLM/Direct Sales** - The company you sell for is in control of how you run your business. You are paid a commission for sales and usually have to recruit a downline.

**Distributorship** - You are in control of your own business. You keep all profits and do not need to recruit a downline.

**Digital Products** - Selling digital products such as ebooks is done online and there is no need for an inventory, shipping or worrying about damaged goods.

**Affiliate Programs** - many people make a good online income just by selling other people's products.

**Service Provider** - This would include such things as virtual assistant, party planner, pet sitter, etc.

These types of businesses can be combined to form one very successful business. Such as applying for a distributorship and then also offering ebooks on your online store site.

Once you have chosen your business and gotten all your permits, tax numbers, etc, you will need to start marketing your new business. There are countless ways to do this online and offline.



## Offline Marketing

Offline marketing would include: business cards, flyers, attending your community events and networking, attending expos, craft fairs, trade shows, postcards, phone calls, newsletter advertising, door hangers, radio, fundraisers, school functions, catalog distribution, mailing lists, home parties, car magnets, brochures, seminars, yellow pages and more. Use your creativity to come up with your own unique marketing ideas.

## Online Marketing

Marketing strategies online include: link exchanges, search engines, autoresponders, online auctions, email press release, online chats/seminars, ebooks, blogging, tutorials, ad swapping, ezine publishing, article marketing and much more!

To market your home business takes a lot of work, consistency, time and commitment. Handing out a couple business cards and throwing up a website will not suffice. Work as many as these marketing ideas as you can. Find out which ones really work for you and then expand on them. Then try more!

I want to make sure you understand that you cannot treat your business as a hobby. If you want a successful business with a full time income, you have to work your business full time. If you find one of these programs that claim you can make thousands a week for 5 minutes of work, (that actually work) please let me know. In the



meantime, start using some of these ideas and get your business name out there!

---

## **You CAN Be a Great Salesperson!**

© Terri Seymour of [www.SeymourProducts.com](http://www.SeymourProducts.com)

When you are in sales, you have the choice to be successful or unsuccessful. The only one to set limits on your income and success is you! A career in sales is a challenge. Use that challenge to motivate and excite you. Meet and beat that challenge!

There are five basic components to sales:

- prospecting
- making contacts
- qualification
- handling objections effectively
- closing

Do not fall into the "natural-born salesman" myth. A lot of people feel if they do not take to these components naturally they won't be able to at all. Forget this myth! You can learn to be a great salesperson - the choice is yours!

Sales is a learning experience. You need to be always learning and reviewing. A very effective method of learning is repetition. Write it, read it, speak it, hear it, and learn it !!



## Characteristics of a successful salesperson:

1. Appearance - make the most of your unique individuality and walk into a room with pride and a commanding presence. Take pride in your selling career and in yourself.
2. Confidence - You need to "glow" with a sense of self-confidence. Even if you are not the best in sales YET, you can be. Let this feeling of confidence show through to everyone you talk to.
3. Overcoming fear - Know your fear so you can face it and overcome it! Once you do this, the confidence will shine through.
4. Enthusiasm - In sales, sometimes you will get the sale and sometimes not. That is to be expected. The trick is to stay enthusiastic even when you do not get the sale. Do not let it bring you down. Keep that enthusiasm going for the next prospect!
5. Desire - You have to have the desire to succeed. If you have the desire, you can overcome any obstacle and become a success!
6. Do not take rejection seriously - In sales, there will be rejections. Do not let these rejections cause you to doubt yourself. Let them make you stronger and more enthusiastic for the next sale.
7. Caring and warmth - You need to actually care about



your prospect and feel right about closing the sale. DO not try to bully people into buying. Lead them smoothly into a closing that will benefit them.

8. Continuing education - You need to always be learning. Invest some time and money into your mind and learn how to be the best salesperson you can be!

Great salespeople are not born great. They have the desire to become great. They take the time and invest in themselves and learn how to become great!

---

### **Build Your Site for Success!**

© Terri Seymour of [www.SeymourProducts.com](http://www.SeymourProducts.com)

There are many things to consider when you want to put up a website. Page design, layout, sections, colors, and navigation are a few things you will need to consider.

One thing you can do before you design your site is visit a few sites and see how they are set up. Take notice of things you found interesting and what makes each site stand out. Why do you like it? Why do you not like it? Take notes of your findings.

Color is very important in designing a website. To read more about colors in your design visit [ColorMatters.com](http://ColorMatters.com)



Another important thing to remember when you are designing your website is that you want a clean, sharp, professional look. It might be pretty if your site looks like a Las Vegas nightclub, but your visitors will most likely get confused and annoyed and go to another site.

You want a clean, uniform design on all pages which should also be easy to navigate.

Another thing you should think about is content. You want to provide quality, helpful information and content, not just sales and ads. Getting traffic to your site is not as hard as getting them to come back to your site. If you have quality information and resources, they will have a reason to come back.

For example: If you have a website about pets, put up articles on pet care and have links to other websites (complimentary not competing) that contain resources for pet owners.

Do a search for article directories and/or banks and you should have no trouble finding articles of any subject. Use a couple targeted words in your search such as pet care article directory, etc.

Everybody loves a freebie! Offer free ebooks, free tutorials, free articles, free downloads, etc.

Another way to keep visitors coming back is to get them involved with your site. Start a discussion board, have a weekly or monthly contest, have your visitors fill out surveys and draw a winner from all the entries. Start a



blog and keep the content fresh and up to date. Allow your visitors to post their comments.

There are many ways to get people involved. Be creative and always be adding fresh content to your site. Update regularly. This is also a must for the search engine spiders. If you want them to notice your site, you **NEED** to keep adding fresh and targeted content.

To let everybody know about your updates and new content, start your own ezine. With an ezine you will be able to build relationships with your visitors. You will gain their trust and keep them interested in visiting your site. Take a look at our free ezine publishing tutorial for help.

Building, maintaining and promoting a website is challenging, rewarding and takes a lot of work. You will have many ups and downs, but do not let the downs deter you from your goals. Best of luck to you all!

---

## **Search Engine Tips & Techniques**

© Terri Seymour [www.seymourproducts.com](http://www.seymourproducts.com)

As you are building your site or getting your site built, you need to do as much as you can to ensure



created using  
**BCL easyPDF**  
Printer Driver

higher rankings in the search engines. There are a variety of little tips and techniques you can use to do this.

Meta tags & keywords - Meta tags are included in the <HEAD> section of your site and are read by the search engines. The two most important kind are "description" and "keywords" Description is a description of the content of your site and keywords is a list of keywords relevant to the page.

Research what people are searching for and use those searches (relevant to your site) in your meta tags.

A great little keyword search tool is available here:  
<http://inventory.overture.com/d/searchinventory/suggestion/>

Find more great info on meta tags here:

<http://www.metamend.com/search-engines-meta-tags.html>

Site content- Make sure you match your site content with your meta tags. Also, keep updating your site content. Search engines love new content. Try adding articles to your site or doing a blog. Do NOT let your site get old and stale!

Blogging - A blog is basically a journal that is posted on a web site. A person who blogs is a blogger. Blogs are usually updated daily or every other day. Blogs can be used on personal or business websites. Blogs can draw a lot of targeted traffic to your site.



You can create your own blog here:

<http://www.blogger.com/start>

Site map - A site map is simply a page that lists all the links on your site. This makes it easy for the search engines to spider your site. A site map page is a good navigational tool for your visitors as well. It contains links to all important pages of your web site and it gives your visitors an overview of your web site structure all in one page.

Take a look at these well designed site maps.

<http://www.ireland.com/about/map/>

<http://www.google.com/sitemap.html>

Links page - Having a quality reciprocal links page can benefit your site in several ways. First of all, it gets your site listed in more places on the net which can bring you more traffic. More and more major search engines will rank your pages higher when there are more links to your site. Also, quality links can help the spiders find you more easily each week, therefore keeping you indexed longer and dropped less frequently.

Take a look here for an example of a link exchange page.

<http://www.seymourproducts.com/exchange/index.shtml>

Articles - Not only do you want to post relevant articles on your site, but writing and submitting them to other



sites will help you as well. Posting new articles on your site will keep your content fresh and new so the spiders like your site. It will also keep your visitors coming back for more.

Writing and submitting articles can increase your link popularity and bring you more traffic as well as helping your search engine ranking.

A few places to submit your articles is listed below:

<http://webmarketingspecialists.com/articlesubmit.html>

<http://wahniteam.com/submissionform.shtml>

<http://www.home-business-tips-newsletter.com/articles/submit.html>

<http://www.webpronews.com/submit.html>

[http://www.creativehomemaking.com/submit\\_article.shtml](http://www.creativehomemaking.com/submit_article.shtml)

Using these techniques and others will greatly improve your rankings in the search engines and bring you more targeted traffic which in turn can increase your sales substantially! For more info on search engine tactics, visit <http://www.searchengines.com/>



## **Email Signatures - Easy Free Advertising**

© Terri Seymour of [www.seymourproducts.com](http://www.seymourproducts.com)

A big part of your business comes from your email so it makes sense to advertise your products and/or services with every email that you send out. You can do this is by having a “sigtag” in your email. Outlook and Outlook Express both allow you to set up your sigtag so it is automatically added to each and every email going out, including replies and forwards.

In Outlook, go to Tools up on top, and then Options. Then click on the Mail Format tab up on top of the box. Then click on Signatures. Outlook even allows you to have different sigtags for different email addresses.

This way, you could have a certain sigtag for your email groups and another one for your personal email and so on. For Outlook Express, go to Tools and then Options. Then you click the Signatures tab on top of the box.

A few things you want to remember when composing your sigtag:

1. Do not make it into a novel. You want to just use a few lines to get your message across.
2. Try to capture email addresses for follow-up sales and contacts. Your ezine makes for a good subject for your sigtag.
3. Offer something free that people can click and get.



Make it as few clicks as possible. For example: a free download or ebook.

Here are some examples of sigtags:

Sincerely,  
Jane Doe

Free download will help increase sales  
<http://www.yoururl.com/downloadhere.pdf>

Subscribe to our free ezine to help improve your biz  
<mailto:subscribe@mysite.com>

-----

Thank you,  
John Doe

John Doe is a marketing specialist who has written many successful ebooks. Check out his latest ebook here and sign up for a free gift.  
<http://www.signuphere.com>

-----

Warm regards,  
John Smith

25% discount on all orders from this link. Click here and get a free gift with your order and discount.  
<http://www.clickhere.com>



-----

Don't pass up the chance to advertise and/or promote your products and/or services with every email you send! Change your sigtag periodically to feature your current specials or sales or holiday events. I have gotten many sales/subscribers/leads from my email sigtag over the years!

---

## **Make Your Business Memorable with Business Cards**

© Terri Seymour of [www.seymourproducts.com](http://www.seymourproducts.com)

With new innovative marketing strategies business cards are not like they used to be. Remember when a business card would have name, address, phone number and that's it? Well today's business cards have so much more!

Because of its cost, size and versatility, a business card can be a powerful marketing tool. Design this tool wisely. Your business card is a reflection of you and your business. Don't just have the standard name, phone and address.

\*Add your company logo, use clear & easy to read text,



a picture of yourself smiling, texture, etc.

\*Have the card double as a coupon or gift certificate.  
Be sure and clearly explain what your company does.

\*Have all your contact info including email and url if applicable.

Don't forget to utilize the space on the back of the card.

Ideas for the back of the card:

Motivational quote  
Special sale or discount  
Business or other tip  
Your newest products/services  
Your business motto  
Write a personal message  
Client testimonials  
Ask for referrals  
An entertaining (clean) joke  
Use your imagination!

Have your business cards them with you always. Leave them at restaurants. Send them with your monthly bills.

Post them on bulletin boards in laundromats, grocery stores, banks, etc. Hand them out to people you talk to.

Give people more than one to pass on to a friend or co-worker.

Ask banks, stores, and other businesses if you can display them by the cash register or counter. Add them to all your mailings. Send them with orders. Try leaving them in library books for other people to find.



Be sure and put one in every mailing you send out. Get one of those card holders for your car and display them on your car for the taking. Leave a few in your motel and/or hotel room when you leave. Ask about leaving them in hair salons, nail salons, spas, gyms, etc.

Put a couple in your catalogs when handing them out. Leave them in rest rooms. Leave a couple at public rest areas. The possibilities are endless. Always be aware of an opportunity.

Make your card stand out from the rest. Make it unforgettable. Have some red on it. Cards with red on them stand out more. Add a picture of you or one of your products. Make the background a different color such as black. This will really stand out.

Make your card plastic or laminate it so it will last much longer. Make magnetic biz cards. People will stick you on the fridge for more exposure. Try different designs and code them so you can track the results. Offer an additional discount if they mention the code. Be sure and record all codes in a notebook. Staple a sample (if possible) to your card.

Your business card can be one of your most valuable marketing tools if used as more than just an address card.

---



## **Make Mistakes -But Learn from Them!**

© Terri Seymour of [www.SeymourProducts.com](http://www.SeymourProducts.com)

If you are thinking about or have already started your own business, you probably know that you will make mistakes. Don't let this dissuade you from your dreams or your passion. We have all made them and will make more - no matter how experienced or how good we are at our business.

The difference between a good mistake and a bad mistake is whether or not you have learned from it.

Take some time to go over your mistake -

Why was it a mistake?

What can I do to prevent this type of mistake again?

How can I rectify this mistake?

What have I learned from this mistake?

How can I do this better next time?

I have made several mistakes over the years, especially when I was first starting out. I made sure I realized the mistake, learned from the mistake and became stronger and more determined because of the mistake.

Some things you can do, however, to help reduce the number of mistakes you make are:

Research - Learn as much as you can about starting and running your own business. You do not want to go blindly into the business world.



Keep Learning - Don't think that your initial research will hold you over forever. The business world is constantly changing and you need to keep up with those changes.

When in Doubt, Find Out - You cannot guess your way to a successful business. When you have doubts about something, read up on it, research and research some more.

Network - Get involved with message boards, email discussion groups and other networking communities. Learn from others who have made mistakes and have experienced what you are starting to experience. By learning from the mistakes of others, you can greatly reduce the number of mistakes you make. ;-)

Experiment - Try different things until you find what is best for you and your business. Do not let yourself be pressured into doing things you know or "feel" are wrong.

I hope this article confirms your belief that we all make mistakes and it is not the end of the world. Just remember to learn from them, grow from them and become stronger from them!!

---



## **How to Work at Home and Keep Your Sanity!**

© Terri Seymour at [www.SeymourProducts.com](http://www.SeymourProducts.com)

Working at home can be a blessing and/or a disaster depending on how you are able to handle it. A home business or job is not for all of us. I know a lot of people who much prefer to "get out in the world" to work.

I absolutely love working at home. I did enjoy working outside the home as well, but I am a homebody and much prefer working at home. It does have disadvantages and problems though as well.

\* Isolation - This can be a tough one to deal with for some people. Sitting in your lonely little corner or home office hour after hour can get you down. When you start feeling isolated and lonely contact an online friend and chat awhile. If no one is available, take a break and get outside. Take a walk to visit a friend or family member. Just getting out in the fresh air can make you feel rejuvenated and alive again. Even a phone call to an old friend or your spouse, if possible, can do wonders.

\* Self-discipline - This one can be a tuffy. Having your own business can tend to make us lazy once in awhile. I know it does me. ;-) What I do is go over my goals and the reasons I started my business in the first place. I also think about all my readers/customers who are counting on me. This helps me get back into focus and to get motivated to go back to work. You need to



train yourself to work when it is work time because you have no boss to do it for you.

\*Schedule Keeping - Making up a schedule is easy, sticking to it is not. I try not to have too strict of a schedule because it probably will need to be changed now and then. Try a daily schedule instead of a hourly one. This will make it much easier to bend it when you need to. Not being able to follow your schedule can be frustrating to say the least, but preparing a flexible schedule makes it less stressful on you and everyone else.

\*Family Distractions - This is one of the main reasons it is so hard to stick to our schedules! ;-) Make time for your family and make sure they understand that work time is for work and family time is for them. With me, my family comes first and I arrange my schedule around them and it works out very well.

\*Lack of Respect - Although we know how important our business is, our family or friends may not. They think we are playing around or just doing a hobby. You need to sit them down and explain that this is your job and it is very important to you and they need to respect that. Be firm. They will get the message. ;-)

\*Organization - Although we might be very organized,



we just might not have the space when working at home. Some people might have a office, but some of us have work stations or corners. I have a corner. Although, I don't have much room, I am able to stay fairly well organized. I have a shelf, a desk and a drawer - with a file cabinet in another room and this is all I need. Most of the organizing is on the computer so I don't need a lot of outside room. I print out pertinent records and file them accordingly. I have a 4-story paper tray which holds all my "need now or soon" papers. The shelf holds my printer, answering machine and phone. And I also have a junk drawer ( we all need one of those)! ;-)

This works out with very few or no problems.

Although working at home does have some disadvantages, I would not want to give it up for anything. I love the freedom of it, the excitement of it, the pride of it, and all the wonderful people I have met.

If you feel you are a candidate for a home business or job, I say go for it, but I wish you much success in whichever path you choose!

---

## How to Advertise with Flyers

© Terri Seymour of [www.SeymourProducts.com](http://www.SeymourProducts.com)

When you first start out on your business venture, money is usually tight but you still need to advertise. One of the most affordable, yet very effective, ways to begin your advertising campaign is with flyers. Flyers are simply full page ads that are distributed directly to your potential customers. There are several ways in which they can be distributed.

You can either make the flyers yourself or have them made professionally, which might not be in the budget. ;-)  
There are several points to remember when designing your flyer, just as in writing ads or any other sales copy.

1. You want your flyer to get people's attention, so don't just use your boring, standard white paper. Use bright, alive and cheerful colors to bring out the message you are trying to convey.
2. The flyer's purpose is to sell, not to let everyone know your name. The flyer is not a business card. On the flyer, you want to highlight your problem solving product/service.

For example: Ants a problem in your house. We can get rid of them in just a few hours. No more problem!

3. Use incentives and/or closing dates to get people to act NOW!



Call NOW and get 10% Off our Regular Price!  
1-800-ANT-B-Gone

4. Adding a few testimonials to the flyer can also be very effective. Highlight comments of past satisfied customers. List your qualifications as well, making sure to set yourself apart from other similar companies.

5. Another good idea is to encourage referrals. Having a statement such as, " If you are not in need of our product or service, please pass this along to someone who is." You might be pleasantly surprised at how many customers this one line can bring in!

6. Don't forget about the back of your flyer. Take advantage of this space as well. List some of your specials, sales, more testimonials, incentives, etc.

7. Do not stop at one try. You MUST follow-up!

8. Test your flyers as well. Use different incentives, headlines, paper colors and see which ones get the best response.

9. Distribute your flyers in targeted areas. If you offer a business opportunity, try distributing them at the unemployment office. If you offer weight loss products, visit the local gyms and exercise studios.

There are several ways you can distribute your flyers, once you have designed them and printed them out.



Post your flyers on Public Bulletin Boards found in grocery stores, community centers, banks, post offices, laundromats, etc.

Hand them out outside of targeted buildings such as stores, unemployment office, restaurants, etc. Never push your flyers on anyone. If they hand it back, smile and accept it back. Do not block doorways or sidewalks! If handing flyers out in stores, malls, etc., be sure and get permission.

Parades and other public events are great places to hand out flyers. Do not engage in conversation, just smile and offer the flyers. If they do not take it, move on.

You can also distribute your flyers door-to-door. Leave the flyers on the doorknob, not in mailboxes!

Talk with apartment building owners, real estate offices. People just moving into the area are always in need of this type of information.

Check with your town's ordinances. Leaving flyers on people's cars might not be allowed in your city. Be sure and know all local laws before starting your flyer campaign!



## **How to Have Your Own Online Party!**

© Terri Seymour of [www.SeymourProducts.com](http://www.SeymourProducts.com)

Online parties can be a successful and fun way to build your home business. These parties are similar to home parties except that you do not have to pay a small fortune for refreshments and snacks! ;-)

You can have your party in a free or low cost chat room or you can have your party via email. Be sure and create a relaxed and fun atmosphere for your guests. We would recommend a chat room.

You can either recruit someone to host the party for you or you can be the host. There is also something called "Mystery Host Party". This is where you draw or randomly select a guest to be the "Mystery Host" and receive the host benefits.

You will need to schedule your party. We have found that during the week is best unless it is winter. Then weekends can be a good time also. Give yourself plenty of time to plan and send out invitations.

Plan your specials. You definitely want to have some items on special. Maybe some that tie in with your theme, if you have one. Give a 25% discount on certain items, but make sure you leave enough profit as well. You could also offer a small free gift with all orders over \$25, for example.

When it is time to send out the invites, email groups



and message boards can be a great place to start. Send out the invitations (follow guidelines on this). Also invite friends, neighbors, co-workers. Let everyone know they can bring a guest or two or however many you like.

Have each guest introduce themselves and tell (type) a little about themselves. This will help bring the guests together.

You also want to make sure you have some fun and interesting games to play. And of course, for each game you will need prizes. Below are some popular party games:

\*Scavenger Hunt - make a list of several items and instruct your guests to find them on your site.

\*Word Scramble - Pick about 10 words from your site and see who can get them all right in the least amount of time. Let your guests know the words come from your site/business.

\*Trivia Questions - Write up a list of questions about your site/business.

There are many more fun, exciting games to play at your party! Make up your own if you like as well.

You, of course, will also want to spend some time presenting your products. If you offer home decor items, share some tips and ideas on home decorating with your products. If you offer aromatherapy items,



explain the benefits of your products. Make your presentation fun, informative and relaxed. Let the guests ask questions and always be clear and candid with your answers

The idea here is to relax, have fun, show your items and make new contacts/customers. If your guests have a good time and enjoy themselves, they will surely come back to your next party! ;-)

---

## **How to Start a Link Exchange Directory**

© Terri Seymour of [www.SeymourProducts.com](http://www.SeymourProducts.com)

The world wide web or www is a wonderful, inspiring, endless, fantastic place. They do call it a web for a reason - there are hundreds of thousands of websites all linked together out there. You want to be sure and get yours linked to plenty of those sites for a better position in the web.

When you are getting your link exchange campaign ready, keep these tips in mind:

1. Link to sites that are rich in content.
2. Choose sites that are complimentary to yours,



example: if you have a site that sells pet supplies, link to sites that give info on how to care for pets, or where to get pets, etc.

3. Make sure your link text contains targeted keywords.
4. Stay away from link farms, which are sites that just have links of all kinds, good or bad, relevant or not.
5. You also want your site to be rich in content, so more sites will link to you.
6. Set up a main/category page for your links directory and then have each category have it s own page. You don't want just a jumbled mess of links.
7. Do not call you links page, links - call it a resource directory or something similar.
8. You could set up an ezine directory similar to your resource directory for even more web connections.
9. When you find a site you like, email the webmaster, using their name and tell them why you like their site. Give them your url so they can take a look at your site. Introduce yourself ask them to consider your site for an exchange.

Your resource exchange request would look something like this:



Hello (webmaster's name),

I have just visited your site and was very impressed with the content and design. I would like to discuss the possibility of a link exchange with you.

My name is Terri Seymour and I own Seymour Products at <http://www.seymourproducts.com> - a home business resource site.

I would be interested in exchanging links with your site. Take a moment to visit my site and let me know what you think. I will be looking forward to your reply. Thank you for your time.

Warm Regards,  
Terri Seymour

-----

To help save time, have a copy of this request saved on your desktop or in a email folder or where ever you prefer, so you can just open it up and make any changes and send.

I had a link exchange directory earlier on my old site, then decided to remove it (big mistake) because I was adding a paid home business directory. Well, shortly thereafter, I noticed a drop in my traffic and in my sales. I am now building a bigger and better Resource Directory at my site.

So, let's get going on getting a good spot in this tangled



web of sites. Good luck in your linking campaign!

---

## **Automate Your Internet Business with Autoresponders**

© Terri Seymour of [www.SeymourProducts.com](http://www.SeymourProducts.com)

Autoresponders are a handy tool for your online internet business. An autoresponder is a program that automatically sends out pre-written messages at the pre-selected times. These messages are sent out to anyone who requests information from a certain email address, fills out a form on your website, etc.

They can be used for ecourses, tutorials, articles, (with follow-ups) newsletters, mailing lists, free reports, general information or questions, and more. Autoresponders can help automate your online business so you have more time to spend helping customers, etc. One word of caution - do not lose the personal touch. Autoresponders are very helpful, but do not rely on them to run your whole business. You need to maintain personal contact with your customers.



If you have an email address on your site where people can email for more info or a free report; try spicing it up with an autoresponder. The autoresponder will send out the information/report immediately. You can then add several follow-ups to the existing info and they will all be delivered automatically! This frees up your time and also gives the customer the requested info instantly.

NOTE: Be sure and give the customer the option to opt out or refuse the follow-ups if they so choose. You do not want to be reported for spam. This can also be set up with the autoresponder.

You might want to set it up something like this:

A person responds to an email on your site for more information on a particular service or product. Your first autoresponder message goes out immediately thanking them for their interest and giving them all the basic info as requested. Maybe add some testimonials. Personalize the message with their name, if possible.

A couple of days later message #2 goes out telling about your experience, credentials and more testimonials. Then message #3 a few days later could be a free report with information pertaining to your products. If you sell home decor items, offer some decorating tips with your products being the subject.

After that come s message #4 with any specials or sales you may have coming up. Message #5 could be a final grab for the sale and you could also let them know about



your ezine, if you have one or other free resources/services you provide.

I have also used autoresponders for my articles and ecourses. I put each article on an autoresponder with a couple follow-ups and then I also have a master list of all my articles. I promote the address of the master list from which people can automatically receive the individual articles and follow-ups.

An autorepsonder also works very well for ecourses and tutorials. Put each lesson separately and have them sent out a couple days apart to keep you in the customers mind.

Don't wait too long in between or people will forget about you and the tutorial. At the end of the ecourse, you can add a couple of follow-ups or maybe a survey on how they like the ecourse with a free report or ebook as a thank you.

Use your imagination and marketing talents. The possibilities are endless with autoresponders.

Simply do a search for autoresponders and you will have plenty to choose from. I have always used GetResponse.com There are free ones as well, but the features will be limited. But depending on what you are using them for, free might work for you.

Once you set up your autoresponders, they can be marketing your products/services for you 24/7, which could increase your sales and income substantially



---

## **Blog Your Way to More Traffic & Sales**

© Terri Seymour of [www.SeymourProducts.com](http://www.SeymourProducts.com)

Blog is short for web log. A web log is a journal of sorts that is updated frequently to keep your visitors' interest. Blogs are generally of a personal nature and express the opinions and thoughts of the webmaster.

Blogs also contain links and other resources. Many people think of blogs as "online diaries." Blogging is becoming a very popular method of publishing as it does not require any technical knowledge and it can greatly increase the popularity of your site. Some blogs allow the visitors to post and enter their thoughts and opinions as well.

A blog keeps people coming back to your site and a blog is also very helpful with the search engines because of the ever changing content. Search engines love new content!

Starting a blog is not hard. There are sites that provide this service for free.

First step is to take a look at some other blogs to get a feel of how they are done. Simply pick your favorite search engines, do a search for blogs and spend sometime reading and studying them. Get familiar with different



styles, formats and content until you feel like you know what you would want to do with your blog.

You can then get started on your own blog. There are lots of sites where you can start your own blog for free:

BlogDrive.com  
Blogger.com/start  
LiveJournal.com/

Take some time to design your blog. Decide what color scheme you want to use and the type of layout you want. Some sites will have pre-designed layouts and templates to choose from or you can edit your own.

After you get your blog designed and set up, test it out with a few posts. Make any necessary changes you feel it needs. Once you have it tweaked, it is time to get started with your new blog.

Once you start your blog, be sure and promote it heavily. Post it in blog directories, announce it in groups and on boards. Put it in your sigtag.

Blog Directories:

BlogWise.com  
BlogCatalog.com  
BlogHub.com

Do a search for blog directory or submit your blog and you will find many more places to post your new blog!



Be sure and update your blog frequently and make it interesting. Give it some personality! DO NOT neglect your blog!

Don't get discouraged if your blog is not an overnight sensation. As with any marketing, it takes time to get noticed. Keep it fresh and new and interesting and before long, you will be a master blogger!

---

## **How and Why to Publish an Ezine**

© Terri Seymour of [www.SeymourProducts.com](http://www.SeymourProducts.com)

Publishing an ezine is important to any online business.

With an ezine, you can keep in contact with your customers and promote yourself and your business.

You do this by building a relationship of trust and respect with your readers.

For those of you who might not know what an ezine is.....an ezine is simply an electronic newsletter or magazine mailed periodically to a list of opt-in subscribers.

By opt-in, I mean that they have voluntarily signed up to receive your ezine from you.



This means that they have given their permission to receive updates, product recommendations, and other promotions from you. But, you also want to provide quality content for your readers.

DO NOT send your ezine to anyone who has not subscribed.

I also strongly suggest that you make sure all your subscribers are double opt-in. This means that after they initially subscribe, you send them a confirmation email asking them to reply to make sure they are the one who has subscribed. This should prevent you from being accused of spam.

Another thing you need to do, is have your name, email address and mailing address in all commercial mailings sent out. This is in compliance with the recent Can Spam Laws. Another aspect of this law is misleading headers.

Do not use misleading subject lines hoping to get readers to open your emails.

Some things you should strive for in your ezine publishing:

- \*Consistency
- \*Limited Advertising
- \*Bonding with Your Readers
- \*Quality not Quantity
- \*Reliability
- \*Availability



Some things you should include in your ezine:

- \*Informative Articles
- \*Original Material
- \*Helpful Resource Links
- \*Quality Products
- \*Freebies
- \*Interaction with Your Readers
  - \*Question & Answer
  - \*Throw in Some Fun
- \*Add Some of Your Personality
- \*Your Contact Info and Physical Address
  - \*Privacy Policy
  - \*Disclaimer
- \*Table of Contents
- \*Editorial
- \*Welcome and Thank you to Subscribers
- \*Subscribe and Unsubscribe Info

Publishing an ezine is more than a smart business move. It can be personally rewarding as much as financially rewarding. Your readers get to be more than a number to you and they come to rely and depend on you and your ezine. This is a privilege I treasure and I am sure many of my fellow publishers do as well.

You may have doubts as to whether or not you can do this.

Believe me, I had plenty of them myself when I wanted to start my first ezine. You can get past those doubts by



not giving up and doing the best you can. You will find that those doubts become trivial after a short while.

Enjoy your ezine, have fun with it, be yourself and wonderful things will start to happen. At least they did for me. I met tons of great new people, my business flourished, I felt confident and developed a self-pride I had never had before!! This can all happen for you as well with your very own quality ezine!

---

## **How NOT to Publish an Ezine!**

© Terri Seymour of [www.SeymourProducts.com](http://www.SeymourProducts.com)

I have written several articles on how to publish an ezine, so this time, I thought it might be interesting to write an article on how NOT to publish an ezine.

Sometimes it helps to learn things when you can look at both sides of the process - the right way and the wrong way. So here goes - what NOT to do when publishing an ezine.

1. Leave out your name and contact info - who would



want to get in touch with you anyway. Your readers don't care if there is a real live dependable person writing the ezine! NOT!!

Your readers definitely want to know there is a real person there that they can contact if they want or need to. This helps establish trust.

2. Put as many squiggles and decorations in your ezine as possible - So your readers get a headache while trying to read your ezine, deal with it! NOT!!

Squiggles may look cute, but they could make it hard for many people to read your ezine. Keep the design neat and clean for easy reading.

3. Load the ezine with ads - I mean after all, isn't that why you are publishing your ezine. NOT!!

No, you are not publishing an ezine to run tons of ads, you are publishing an ezine to build that important relationship of trust and respect with your readers. This helps build your business and your reputation.

4. Don't bother sending it out regularly - After all, most people can't read it every time anyway! NOT!!

How can people trust and believe what you say, when they can't even depend on you to send out your ezine consistently!

5. Don't add any original material - Just use all the



same material other publishers use. It works for them,  
why not for you! NOT!!

Always have some original material in your ezine. Even  
if it is just an editorial or some tips.

6. Why bother with a disclaimer or privacy policy -  
Readers know their email is safe with you. They  
also figure if it is in your ezine, you recommend it.  
NOT!!

Never assume anything. Your readers want to be  
assured that their email is not being handed out for  
profit or promotion. Also, you want your readers to  
know that they should check out all opportunities and  
ads. Just because it is in your ezine, does not mean  
you are recommending it.

7. Content is content, right - As long as your ezine  
is full of "stuff" it is helpful. NOT!!

Try to give your readers down to earth, basic  
information that they can actually use and that  
will benefit them. Quality content is the key!

8. Don't let your readers get to know you - They  
are interested in your ezine not you. NOT!!

Your readers need to get to know you, so they can  
trust you and know they can depend on you to  
publish a consistent, and quality ezine.

9. Don't bother formatting the ezine correctly - Who



cares how many characters are in each line, it all reads the same. NOT!!

Definitely format your ezine uniformly and evenly. You want to produce a clean, sharp, professional ezine.

10. Don't waste time proofreading, everybody makes mistakes, right - What is a mistake or two, nobody is perfect! NOT!!

Take the time to make sure all the spelling and grammar is correct in your ezine before you send it out. After all, you are a professional, right!!

I hope these tips have given you a good idea on how NOT to publish an ezine. Producing a quality ezine that your readers can depend on can be a very big business booster!!

---

### **Publishers' Swap Meet!**

© Terri Seymour of [www.SeymourProducts.com](http://www.SeymourProducts.com)

Finding effective and free advertising for your ezine can be very time-consuming and a lot of hard work. But on the flip side, there are many ways that are



exactly that - Free and Effective!

One of the more power-packed methods of free ezine promotion is Ad Swaps. An ad swap is when you run another publishers ad in your ezine and in exchange he/she runs your ad in their ezine. Ad swaps are a great way for publishers to:

- \*Get FREE Advertising - You get your ad placed in a variety of ezines for FREE!
- \*Make New Contacts - The publishers you contact can become a part of your networking list of names.
- \*Find More Resources - Ezines are a goldmine of information and resources.
- \*Get More Ezine Content - The ads you run in your ezine can provide useful content for your subscribers.
- \*Build Relationships - I have made many friends and associates from the publishers I have contacted for ad swaps.

To find publishers who also want to swap ads, there are a few things you can do. Visit <http://www.google.com> and do a search for ad swaps.

Also search for ezine directories. Often times, the publisher will state if he/she is interested in ad swaps.

When you find publishers to write to send a brief but professional sounding email to see if they would like



to swap. The one I send out is like this:

Hello Joe,

My name is Terri Seymour and I publish the Business Marketing Bulletin, an ezine for people who want to learn to build their online business. You can view a sample issue here:

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

I read about your ezine in the New List Digest Ezine.

I would be interested in an ad swap with you. I can run your ad on August 27. I would like the ad to be for your ezine as this is for the Free Ezine section of the Business Marketing Bulletin.

Please send your ad if you are interested.

My ad is below:

Does your online business need a lift?  
SeymourProducts.com can help. Learn to start your own online business! Improve your website! Promote your online business! All this and more at  
<http://www.seymourproducts.com> Subscribe by email:  
<mailto:subscribe@seymourproducts.com>

Thank you.

Take care,  
Terri Seymour



I get a good 95% positive result with this email. You, of course want to adjust the dates and where you read about that particular ezine, but keep the format basically the same.

I keep a file with all my swaps printed out, with the dates they are to be published. This helps to keep organized and you also want to keep two or three issues ahead on your swaps. Another effective thing to do is to send each publisher a courtesy copy of the issue that contains their ad. They will very often subscribe to your ezine.

Each time my ad from an ad swap runs in another ezine, I notice a surge in subscribers. Sometime the surge might be slight, as in less than ten subscribers, but sometimes it is a big surge, up into the double digits.

As I stated before, the benefits of ad swapping are much more than the free advertising, which in itself is worth the work. But the relationships you sometimes build with the other publishers are far more priceless than any free promotion you receive!

---



## 12 Ideas to Help Relieve Stress

© Terri Seymour of [www.SeymourProducts.com](http://www.SeymourProducts.com)

Owning your own online home business is wonderful, but if you are like me, there are days when you feel down and stressed. You just can't seem to get going. Sometimes sitting in your lonely home office, it seems like you are the only person on earth. You feel like you are locked in a cage with no way out! This can also be compounded by a slump in your business sales and/or success!

When you feel like this, it is hard to get any work done and can be very counterproductive for you. You must step back, take a break, clear your head and get rid of some stress!

I have found a few things that can help alleviate these problems and would like to share them with you.

1. Get up and get away from the computer for awhile, even if it is only for 10 - 15 minutes. Walk around the house, stretch your muscles, do some neck and back stretches. These can do wonders!
2. Take a walk. Get dressed, go outside, breathe in the fresh air and take a 20 - 30 minute walk. This is one of the most invigorating things you can do to clear your head and get the cobwebs out. Walking is the one activity I would recommend the most.
3. Call a friend or family member and just chat for awhile. This can also be a great way to lift your spirits and confirm your suspicions that there are other people



on this planet! ;-) Chat for awhile and laugh a little.  
Laughter is a great medicine!

4. Have a little fun! Put on some of your favorite music and dance around the house. Let loose and have some fun. Act goofy, crazy or waltz yourself to China. This helps get out some of the frustrations and pent up emotions that can cause the blues.

5. Just relax! Turn everything off, (including your computer), make yourself a cup of coffee, cocoa or just plain water. Just sit in complete silence and watch the birds outside or put a cool cloth over your eyes. Let your mind just go blank for awhile. Forget everything and just relax!

6. Exercise your mind! Show your mind that there is more than just the computer. Do a crossword puzzle, play a few games of solitaire, or read a book. These are all great ways of getting your mind off business and clearing out all the old to make way for the new.

7. Do some housework! This might not be the most fun thing to do, but it helps take your mind off business for awhile and believe me, after about an hour of housework, you will be more than ready to get back to business!

8. Take a TV break! Watch a program that allows you to escape to another world. After you are finished you just might be glad to be back in your world.

9. One thing I do when business gets the better of me is to shut the computer down for the day and turn my



attention to other things that need to be done. Just taking a small break from business can help, but when things are really stressful we may need a longer break.

10. Get some sun! After being indoors so much, we need to get out and get some sun. The sun is very good for your mind and body. Sunshine is a very good anti-depressant! But do remember to wear protection so you don't get too much exposure.

11. Enjoy time with your family! Play a game, take a walk, watch a heartwarming family adventure movie, or just sit and talk. No matter how hard we work, we need to make time for family.

12. Eat healthy foods! This we all know, of course, but it is much easier said than done. Start by changing one meal at a time or adding one healthy food a day. The better we feel, the better we can handle everyday stress!

I hope some of these pointers will help you relax and get back to business. I know they have been a great help to me more than once. Sometimes when you are feeling unproductive, stressed out or just plain tired, the idea is not to work harder but to stop working and give your mind and body a well-deserved break!

## Effective Ezine Advertising Part 1

© Terri Seymour of [www.SeymourProducts.com](http://www.SeymourProducts.com)

Marketing an online business can be a daunting task, but is not hard when you take it day by day and step by step. Advertising your business, product, affiliate program, etc. in quality ezines can be well worth the money spent. When choosing your ezine, writing your ads and making your contacts, there are some things you should consider.

### \* Finding Ezines

Finding quality ezines to advertise in can be one of the harder steps of ezine advertising. There are hundreds of ezine directories which list good ezines of all kinds. Whether you need a gardening ezine or a business ezine, directories are a good place to start. You want to target the ezine to match your product or service. If you are selling vitamins, you want to find health and fitness related ezines.

Try these directories to get started:

<http://www.myfavoriteezines.com>

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

<http://www.cumuli.com/ezine/>

<http://www.freezineweb.com>

<http://www.directoryofezines.com>



## \* Subscribe to the Ezine

After you find the ezines you want, subscribe to them to get an idea of the consistency, reliability and quality of the ezines. Make sure the ezine is mailed out when it is supposed to be and that it contains quality content. You do not want to advertise in a big list of ads. This will lower the value of your ad by quite a bit. Does the ezine contain feedback from the other subscribers and if so, what do the subscribers say. These are all ways to indicate whether the ezine publisher is trusted by the subs and whether or not you can trust and believe in the publisher. This is VERY important!

## \* Contact the Publisher

Once you have established that the ezine is reliable and contains quality content with limited ads, write to the publisher of the ezine to get to know him/her more. See if they make themselves available to their subs if need be. Take note of how willing they are to answer your questions and if they reply personally or with a form letter. If the publisher is not available to his/her subscribers, chances are the trust/respect relationship is not there.



## \* Swap Ads for a Test Run

If you are also an ezine publisher, ask the potential ezine publisher for an ad swap. This will give you a chance to see how the subscribers respond to an ad. It can also get you more subscribers.

You can also run some test ads to find the most cost effective ezines, but this could be costly. Here is an example of a test by a fellow publisher:

The same solo ad was placed in the following ezines:

1. GuruMailer - 27\$ (2 solo's a month)  
<http://www.anownsite.com/cgi-bin/tracker.cgi?lgm>  
a limited subscription based list
2. TFI News - 12.400 - 37\$  
<http://tfinews.com/advert.html>  
(special offer of 21\$ at the time of submission)
3. Village Of Tidbits - 9.000+ - 20\$  
<http://villageoftidbits.com/BusinessReviewSolos.htm>
4. My Own Ezine (MOE) - 2.000 - 15\$  
<http://www.myownezine.com/advertising.shtml>
5. PLNews - 17.800 - 30\$  
<http://www.promotelinks.com/advertise.html>
6. Peej's Business Ezine - 10.600 - 20\$  
<http://www.angelfire.com/zine2/peej/index.html>

The goal of the ad was to have the reader click the link to visit a page where he/she could subscribe in order to get further information about The Ultimate Viral Marketing Strategy.



This page, although named differently for tracking purposes, was exactly the same for every ad.

Using AdTracker, I was able to count the number of clicks in the ad AND the number of clicks on the page.

Here are the results:

Ezine	#ad clicks	#page clicks
1. GuruMailer	22	5
2. TFI News	36	9
3. Village Of Tidbits	12	5
4. My Own Ezine (MOE)	46	21
5. PLNews	38	8
6. Peej's Business Ezine	6	3

As you can see, the smallest ezine was the most responsive!

This test was done by Case Stevens

Thank you Case. ;-)

In Part 2, I will try to help you learn how to write and track your ads. An effective ad is very important to your advertising campaign because even in the best of ezines a badly written ad could be your downfall.



---

## Effective Ezine Advertising Part 2

© Terri Seymour of [www.SeymourProducts.com](http://www.SeymourProducts.com)

Continuing on from last week's article, today I will discuss writing and tracking ads. Effective ezine advertising can provide your business with a substantial boost!

### \* Writing the Ads

Once you make the decision and choose an ezine or two to advertise in, you must write an effective ad. If your ad does not get a response, it is not always the ezine's fault. It could be in your ad copy. The main points to remember when writing an ad are:

1. Keep it brief.
2. Grab their attention in the headline.
3. Emphasize the benefits to the purchaser.

Example:

Headline: Do you want to lose weight?



Better Headline: Lose 3 Pounds a Week!

When you simply ask if they want to lose weight, the benefit is not clearly defined. But when you say lose 3 pounds a week, that is quite clear and more apt to grab the reader's attention.

After you get their attention, get them curious enough to want to click on the email or url provided. If possible, give out a fr<sup>^</sup>ee report or tutorial with an autoresponder to capture their email address. This is invaluable for doing follow-ups. Most sales are in the follow-ups!

For example: Lose 3 Pounds a Week!  
Fr<sup>^</sup>ee report explains the basic and easy to follow method for getting rid of those unwanted pounds.  
[mailto:no\\_more\\_fat@getresponse.com](mailto:no_more_fat@getresponse.com)

(This ad is merely an example, please do not respond.)

Remember, don't try to sell in the ad - capture the email addresses for follow-ups.

You also want to get in the practice of tracking your ads for a more targeted and effective advertising campaign.

A couple of easy ways to track your ads are:

Email: If you are advertising a report or ezine by email, simply add a code to the end of the email address to indicate where the ad came from.

For example: I am advertising my ezine in a newsletter called Tricks & Tips for Marketers. To code this in the ad, I could simply add a corresponding code to my subscribe address such as this:

Business Marketing Bulletin - Dedicated to helping you build your online business. Savvy strategies, surefire tips and ideas, fresh articles, promotion and more in every weekly issue of the Bulletin. Send any email to: <mailto:subscribe@seymourproducts.com?subject=TTfM> or visit us at: <http://www.seymourproducts.com> today for more info!

As you can see I have added the code TTfM for Tips & Tricks for Marketers to the subscribe address. This will tell you everytime someone subscribes through this ad.

Url: If you want to advertise a certain url it is just about the same method.

Business Marketing Bulletin - Dedicated to helping you build your online business. Savvy strategies, sure fire tips and ideas, fresh articles, free promotion and more in every weekly issue of the Bulletin. Send any email to: <mailto:subscribe@seymourproducts.com> or visit us at: <http://www.seymourproducts.com/?TTfM> today for more info!

By adding this code to the url, you can check your site stats to see how many of your page visitors originated from this ad.



The FTC is cracking down on Internet advertising so make sure you follow all rules and requirements. If you are not aware of these rules, make sure you read them here:

<http://www.ftc.gov/bcp/online/pubs/buspubs/ruleroad.htm>

I hope these tips help you to compile a more cost effective advertising portfolio for your online business. Best of luck to you all!

---

## **You NEED to Write Articles!**

© Terri Seymour of [www.SeymourProducts.com](http://www.SeymourProducts.com)

I receive numerous emails from people asking what they can do to promote their website/business. I always recommend the same things that I KNOW work! Besides ezine publishing, article writing is by far the most power-packed and effective method of promotion AND it's FREE!

If you have an online business you NEED to publish an ezine and you also NEED to write articles. Articles are an effective way of building yourself and your business. People will value and want your expertise, knowledge and advice. You can spread your articles all over the net and for years you can get traffic/customers from them!



You do not have to be a writer to write articles. All you need is your knowledge. Pretend you are telling a friend about something and just type down what you say. People are starving for good articles with basic, easy information they can actually use and understand.

They are not interested in big, intellectual words!

Once I started writing articles, I saw a very dramatic increase in my subscribers, emails, and customers. I try to write an article a week and submit it to as many places as possible. You do not have to write that many, especially when you are first starting.

If your business is web design, write an article on the basic things you should do when designing your website. Include easy, basic, down-to-earth REAL information. DO NOT use your article to sell your products/services. You can include your business info in your resource box at the end of the article.

Making yourself known as a knowledgeable and helpful "guru" will do a lot for your business.

Once you start writing your articles, you will need to submit them to publishers and article directories. Start your own personal mailing list of publishers, but NEVER add a publisher without their permission!

Read over some ezine directories and if the publisher says they accept article submissions by email, take down the address and name of the publisher and ezine. Add them to your mailing list. Keep adding and your



articles will spread like wildfire! ;-)

Submit to the article announcement lists:

<mailto:aainet-subscribe@yahoogroups.com>;  
<mailto:reprintedarticles-subscribe@yahoogroups.com>;  
<mailto:aabusiness-subscribe@egroups.com>;  
[mailto:articles\\_archives-subscribe@egroups.com](mailto:articles_archives-subscribe@egroups.com);  
<mailto:QC Reprint Articles-subscribe@yahoogroups.com>;  
[mailto:article\\_announce-subscribe@yahoogroups.com](mailto:article_announce-subscribe@yahoogroups.com);  
<mailto:articles4you2use4promotion-subscribe@yahoogroups.com>;  
<mailto:articlesubmission-subscribe@yahoogroups.com>;

These lists are also great resources for content for your ezine. Copy and paste the entire list into the CC line of your email and click send. You will then be able to start receiving and submitting articles. Be sure to read the all guidelines before making any submissions.

Some of the best sites for submitting articles are:

<http://www.MakingProfit.com>  
<http://www.ideamarketers.com>  
<http://www.marketing-seek.com/articles/submit.shtml>  
<http://amazines.com/>  
<http://www.clickforcontent.com/cgi-bin/epro/print.pl>  
<http://www.goarticles.com/>  
<http://www.powerhomebiz.com/termsfuse/articlesubmission>

There are many, many more. Just do a search for article directories and submit away!

You also want to get an autoresponder and put each article on autoresponder and also a main list of your articles on one autoresponder. Hundreds of people



will request these autoresponder articles. I use <http://www.getresponse.com> for my articles. I have over 40 or 50 accounts for free.

I also have a page on my website where I list all my articles with their autoresponder address. This seems like a lot, but once you get organized and get your system down pat, it can be very fast.

Do not think you have to be a professional writer to write effective articles. I certainly am not and I did way better than I ever thought I could with my articles. If I can, you can! ;-)

Just remember:

Provide real, basic information everyone can use and understand! Try to add resource links for your readers to utilize as well.

Do not use your article as a sales letter!

Provide your business info in your resource box.

Just write as if you were talking to a friend.

Do not doubt yourself or your ability to share your knowledge.

Sit down now and give it a try. You can start your personal mailing list with me. I am always looking for good articles on Internet marketing and ecommerce. I also use motivational and self-improvement articles.



---

## 5 Powerful Article Writing Tips

© Terri Seymour of [www.SeymourProducts.com](http://www.SeymourProducts.com)

Writing articles is one of the most powerful, if not the most powerful methods of building your reputation and your online business. Not only do you get unlimited exposure, but it is free as well!

If your article is well-written, you will probably get listed on numerous websites as well as in several ezines. This will establish you as someone who knows what they are talking about and will more than likely bring you many visitors and subscribers.

People will start to come to you when they need information or products or advice. This is a great way of establishing your online presence.

Writing articles is not as hard as you may think. You do not have to be a professional writer to produce an effective article. Below are some tips to help you get started.

1. Don't worry about big fancy words.



People are looking for easy to understand, down-to-earth articles to help them learn. They are not interested in being impressed with encyclopedia language skills.

2. Advertise in your resource box, not the article.

Do not use your article as a big sales letter for a product or program. Give your info in the resource box. I would recommend you just try to get people to sign up for your newsletter or free report/course in your resource box. Save the selling for later.

3. Make yourself accessible if someone wants to get in touch with you.

People want to know that they can get in touch with you if they have questions about your article, website, etc. Always make it easy for them to find you.

4. Provide basic, real, useful information as well as resources to go along with the info.

When writing your article, try to list some useful resources that your readers can utilize along with the information you give them. This will further give people a reason to want to stay in touch with you or your website.



## 5. Write from the heart!

Do not be afraid to let your personality shine through in your writing. This will make people more apt to trust you and will also make them more comfortable.

Write as if you were talking to a friend and let the real you shine through. I think people appreciate this more than trying to sound like something you are not!

Do not let your doubts stop you from writing articles to build your reputation and your business. I did for awhile, but then took the plunge. My first article did surprisingly well and yours can as well! ;-)

---

### **Building Your Business with FREE Tutorials**

© Terri Seymour [www.seymourproducts.com](http://www.seymourproducts.com)

If you have an online business, no matter what it pertains to, a great way to promote yourself and your business is by sharing your knowledge. One way of doing this is by preparing free tutorials for people to read and learn from. By doing this, people will come to think of you as an expert in your field.

When they need advice, products or services, you will be the one they trust and believe.



Divide your tutorial into four or five (or however many it takes) steps; then set them up at an autoresponder. If you sell home decorating items, you could set up a tutorial to paint a piece of furniture in this manner:

- Step 1 - Preparing the Piece
- Step 2 - Choosing the Right Paint
- Step 3 - Painting the Piece
- Step 4 - Maintenance

After you divide these into steps, set it up at the autoresponder for the each step to be sent out two or three days apart. This works better than one complete mailing because it keeps your name and business in the mind of the prospective customer longer and he will be more likely to buy your products.

When you set up your tutorials at the autoresponder, don't forget to put a couple points of interest about your site/business. You also want to make sure you have a little thank you note preceding the tutorial. Introduce yourself, say thank you and encourage the prospect to ask questions or visit your site for more information. This will help to build a relationship with the customer and to build your reputation also.

After everything is set-up, the next step is promoting your tutorials. This you would do in the same way as promoting other things.



## Email Signature:

FREE 4-day tutorial on painting furniture!  
<http://whateveryoururliswouldgohere.com>

Announce it on message boards & discussion lists  
(if allowed) Make sure you read all rules before  
posting. If you cannot post it, then add it to  
your signature.

Announce it in your ezine and on your homepage.

Post it on the appropriate announcement lists.

Add it to your ad swaps and free classifieds.

Put it on your business cards.

Add it to your resource box, if you write articles.

Post it to newsgroups.

Use your imagination and see how many different ways  
you can come up with to get the word out about your  
tutorials. These tutorials will go a long way in  
building your reputation, your business and you!



## Five Ways to Boost Your Marketing Power

© Terri Seymour of [www.SeymourProducts.com](http://www.SeymourProducts.com)

Building an online business is not easy, especially when you are on a very limited budget. As I come in contact with more people, I realize that numerous publishers and netpreneurs are overlooking some very effective free advertising opportunities.

Examples of these opportunities are:

1. Welcome letter for your subscribers - I subscribe to tons of groups and ezines and am always disappointed when I get the default welcome letter. Personalize it by introducing yourself and letting the subscriber know about your website/business. This is a crucial moment in that you can start bonding/connecting with the reader before they even get your ezine.

- \*Inform them of any specials you might have.

- \*Tell them your advertising rates and add a testimonial.

- \*Invite them to your site to utilize the free resources.

- \*Let them know your email so they can contact you.

- \*Use some of the space for ad swapping with other publishers and their welcome letters.

- \*Add an affiliate product or program review.

2. Goodbye letter for your subscribers - This is your last chance to get this person back. Make it a good one! ;-)



Thank them for being a subscriber and encourage them to re-sub. I also have a little message in my goodbye letter that encourages people to let me know why they unsubbed.

Example:

Thank you for being a subscriber to the Bulletin. I am sorry to see you go. If you could take a minute to let me know why you unsubbed, I would appreciate it. Please drop a quick note to (put email here) Thank you.

By doing this you might be able to change their minds and if not, you could find ways to improve your ezine for the next subscriber. Remember, always send them an appreciative thank you note as well.

3. Email Signature - This simple but powerful method of promotion is unknown to some. By using an effective email signature, every time your email goes out to someone, you have free advertising. Join several discussion groups and message boards to utilize your sigtag to the maximum.

Example of a email signature:

Warm regards,  
Jane Doser

FREE Ecourses - Sign-up for one or all!  
(Put link here.)

Build Your Business with Us!  
(Put subscribe email here.)



You want to keep your signature fairly short - about 6 - 8 lines. Many discussion groups will have a limit to the number of lines you can have in your sigtag.

4. P.S. - It has been found that a P.S. is very likely to get read. Using a P.S. can be quite effective. Make it short and to the point. A P.S. novel will more than likely be ignored!

Example:

P.S. Need more subscribers? FR~E Report  
(put email or link here)

Then you would have your main message on auto-responder. Do not just send them a sales pitch. Add some useful information and resources that will actually help the reader. This will get you more credibility, which is extremely important if you want more customers.

5. Thank you page - An excellent way to get more subscribers is to get together with a group of fellow publishers and set up a group subscription page. Every time someone subscribes to one of the group's ezine, the thank you page will come up with a message something like this:

Thank you for subscribing to the Bulletin. Take this opportunity to check out more quality ezines. Please check the ones you wish to receive.



You would have each groups member's ezine listed with a short description. This is a very powerful method of gaining subscribers because the person is already in a subscribing mood and will most likely check most or all of the other ezines.

The above advertising opportunities are quite simple, but simple can be most effective!

---

## **How to Make Money Selling Ebooks**

© Terri Seymour of [www.SeymourProducts.com](http://www.SeymourProducts.com)

If you are looking for ways to make money online or to expand your existing home business, selling ebooks could be just what you need. Selling ebooks is easy, affordable and there are practically no expenses (other than purchasing the ebooks). You might want to write some of the ebooks yourself to save money and to help spread the word about you and your business!

You can either purchase ebooks with or without resell rights. I would recommend buying ebooks with resell rights so your customers have an additional reason to purchase from you. They can then sell the ebooks themselves!

There are several ways you can set up your new ebook selling site or ebook store.



## Sell on Ebay

You can auction off your ebooks on eBay. eBay has very specific policies on selling ebooks so be SURE to read and follow all their policies.

## Offer Ebooks on Your Site

If you already have a site, you can easily offer the ebooks on your existing site. Make a folder called ebooks (or whatever you like) and upload it to your host. Upload all your ebooks into this folder. Give them keyed names so people will not be able to guess the file name.

For example: if you have an ebook called Ezine Publishing and you call the file ezinepublishing.zip, this could make it very easy for someone to "guess" the download link by the name and download the ebook for free.

You want to code the names- for example:

instead of ezine publishing, you might name the file ez-pub-32c.zip These coded names are nearly impossible for people to guess so they are unable to steal the ebook.

Then add an index page where you would introduce your ebook store to your visitors. Let them know there will be no shipping cost as they are delivered electronically. Make sure you introduce your ebook store on your site homepage as well.



You might also want to list the categories on the index page so your customers can click directly to the ebooks they are interested in. Have a short description of the ebook and a graphic (if possible). You can have a whole page for each ebook or you can put several on a page.

Go to Paypal and make up a button to put on your site for ordering. If you do not like Paypal, use any payment service you want.

**\*\*TIP -** To avoid the time of making up each individual button, use the code from the first button and just change the necessary info like price, item name and code. This will save you a lot of time in setting up your ebook store.

### Automatic Digital Delivery

You can purchase a program for setting up your store and having all purchases automatically delivered. This saves you a lot of time plus gives your customers the items immediately which helps with repeat sales.

We do offer an ebook store script that automates your orders via Paypal.

Be sure to continually add new ebooks for your existing customers. We have had numerous repeat sales by doing this. Also, you might want to have a mailing list to keep people up to date of your new additions and any specials or sales you may be having.



## Affiliate Programs

You can also sell other people's ebooks by joining their affiliate program. This means that for every ebook you sell, you will get a commission from the ebook owner. If you write your own ebook, you could also start your own affiliate program. To find such programs just do a search for ebook affiliate programs.

If you do purchase and/or write your own ebooks for resale, be sure and choose/write the ebooks with a lot of useful, helpful information and resources. There are a lot of ebooks that are simply full of ads and sales letters for the writer's products. You want to steer clear of these types of ebooks.

People love to buy and read good ebooks and if you offer a good selection and price, they will continue to buy from you.

---

### **How to Write Your First Ebook**

© Terri Seymour of [www.SeymourProducts.com](http://www.SeymourProducts.com)

One of the best ways to build your online income is by writing & distributing ebooks. Ebooks can be a very effective tool for marketing your business and they can



also be big money makers. Ebooks are also a useful resource for whatever information you are looking for.

There are a few things you should remember if you are going to write an ebook.

1. Just as your ezine should not be a giant ad, nor should your ebook. Be sure to fill it full of useful and valuable information.

2. Your ebook should be compiled in a simple, yet professional design. Make your ebook look good, but do not overdo. Make sure people can maneuver around the book with ease.

3. Take the time to do the research and write an effective and informative ebook. Your ebook will be circulating around the web and will say a great deal about you and your business.

4. Ebooks are a great giveaway for your visitors and/or subscribers. Everyone is looking for useful information which can be found in ebooks.

5. You might want to use your first ebook as a giveaway. This will entice more people to read your ebook, which in turn will get more people to see how good it is. When you do write your first ebook to sell, you will have already established your reputation for writing a useful and informative ebook.

6. You do not have to be a writer to write an ebook. Just as with articles, all you need to do is gather, organize and



outline your information. Always add resources and links when applicable. A good ebook for giveaway can be as simple as a collection of your articles or the articles of other authors.

7. You do not need any expensive software to make your ebook. Simply write your ebook in Word or similar program and then convert the file to pdf. PDF can be read on all computers as opposed to exe. You can find more info on this in our free tutorial on making money with ebooks.

8. After you finish your ebook, you want to start promoting it. Add it to your website, put it in your email sigtag, submit it to as many websites and directories that you can find, add it to your article resource box, announce it on message boards and email discussion lists where allowed, make a separate web page for it and submit the page to search engines, add it to your ezine welcome letter as a free bonus. The possibilities are endless if you use your imagination and let as many people know about your ebook as possible. Be sure to encourage people to also give it to their subscribers/visitors as a free gift.

9. Make sure you have contact links listed in your ebook so people can easily contact you or visit your website. Also, be sure to have your ezine and subscribe address listed.

10. Everyone can find ebooks useful not only for finding the information they seek, but for promoting their business and website as well as establishing a solid reputation. They are also big moneymakers and just



about anyone can write and profit from a carefully and effectively done ebook.

Make it fun, interesting and believe in yourself and you will produce a very successful ebook!

---

## **How to Market Your Ebook**

© Terri Seymour of [www.SeymourProducts.com](http://www.SeymourProducts.com)

Writing and marketing your own ebook is an excellent way to help build your online and/or home business.

Being able to offer your own informative, quality ebook will establish you as someone who knows what they are talking about. This will earn you trust and respect and go a long way towards building your online presence.

People will start coming to you and your site when they need products, advice, support, help, etc. thus bringing you many more customers and /or subscribers.

There are many ways to market your ebook. Some of the best ways are listed below:

Put your ebook in your sigtag along with a free bonus. The free bonus will attract more people and bring in more sales.



Joint Ventures: Team up with other ebook authors or ezine publishers or webmasters to cross promote each other's products or services. Agree to send referrals to each other and recommend each other's products.

Use an excerpt from your ebook as an article and submit it to as many directories as possible. Be sure to mention your ebook in your resource box.

Search out quality targeted ezines and purchase solo or top sponsor ad spots.

Submit your ebook to as many ebook directories as you can. The more links to your ebook, the better.

Write a keyword rich sales page and optimize it for the search engines with meta tags and page title.

Offer two or three free bonuses with your ebook. make and offer that is very hard or impossible to refuse.

Ask a few people to write reviews for your ebook in exchange for a free copy. Post the reviews on your site.

Offer a free report as a lead-in to your ebook. People love free information and if you offer a quality report that gets them interested they very well may want to buy your ebook.

If you publish an ezine, ask other ezine publishers to swap solo or top sponsor ads. I prefer top sponsor ads but



many marketers have said that solo ads get the most results.

Start an affiliate program and offer people a percentage to sell your ebook. One of the best places to do this is Clickbank. For a small fee you can set up your affiliate program and increase your sales many times over.

Offer the first chapter or two as a freebie. Be sure and leave them wanting more.

Visit message boards or join discussion groups to learn marketing strategies that have worked for other publishers and authors. If it works for them, it can work for you as well.

As with any marketing campaign, you have to stick with it. Be consistent. You cannot submit to a couple of directories and post to a couple message boards and then sit back and wait to get rich. Marketing is a daily commitment.

The possibilities are endless as to ways to market your ebook. Be sure and combine many of the strategies for one successful marketing campaign. Be creative and come up with new innovative marketing ideas. Find out what works and get started marketing that new ebook!



## **Marketing Strategies for the Holiday Season**

© Terri Seymour of [www.SeymourProducts.com](http://www.SeymourProducts.com)

If you have been in business long you know that the bulk of your sales will come from the months leading up to and going through the holiday season. The time to start your marketing for this season is July or even earlier!

Online sales are expected to reach 12 billion dollars this year so be sure you get a piece of that huge pie! This is a 1.5 to 2 times increase over 1999 as more people adjust to online shopping.

Here are some ideas that could help you get a slice of that holiday shopping pie:

1. You could offer a free holiday gift with every order over \$25 or any set amount.
2. Offer free or discounted shipping with every order.
3. Send Christmas cards to your mailing list offering them a special discount or deal.
4. Offer a gift wrapping service for your customers. Make their shopping as easy and hassle free as possible.
5. If you do home parties, have a Christmas shopping party to split the shipping costs and/or wrapping costs. Have a holiday themed party with gift certificates and free samples.



6. Start a gift referral club with other businesses. If a customer is looking for something you do not offer, give them a place they can get it and other businesses will do the same for you.
7. Have a holiday themed contest on your site to draw in more customers.
8. Work with charity. Offer \$x off for everyone who brings in a old toy for kids' charity. For online shoppers have a donation button. This will attract customers as well as provide good publicity for your company.
9. Give a free holiday tips report out with every purchase. Provide tips on saving money, holiday decorating, etc.
10. Make sure everything on your site is working and up to date. Build a special holiday section for your holiday customers.
11. Have a gift ideas section for your shoppers who have trouble picking out gifts. Be sure and have gift certificates or cards available as well.
12. Mail out gift idea cards to your customers/ mailing list.
13. Send out coupons with a chance at a free gift with every coupon returned.
14. Do not forget customer service. Provide a little extra for your customers so they come back for more.



15. Become the company with the most Christmas spirit. Donate a portion of all sales to a popular children's charity.

16. Provide a quality product at a good price along with good customer service and your customers are bound to remain loyal to your company.

Take these ideas and add to them. Once you start trying new ideas you will be able to think of more and more. Don't be afraid to try new and creative ideas. Test the results and keep track of what works and what doesn't. What might not work in spring might be very effective during the holiday season.

The holiday marketing season is a chance for you to expand your business and gain more customers, but you must give them a reason to come to you and then to come back to you!

**Please use the following resource box if you would like to reprint any of the above articles. Thank you.**

Terri Seymour has several years online experience and has helped many people start their own business. Visit her site at <http://www.seymourproducts.com> for resources, \$1 resell ebooks, free tutorials, free affiliate programs & a free ezine with bonus report:  
77 Ways to Get Traffic!

<mailto:subscribe@seymourproducts.com>



---

# In Closing

We hope you have found “How to Build Your Online Business” a helpful resource. Starting a home business is much more involved than most people realize. It takes much more than throwing up a website and waiting for orders to come in. We have tried to inform you of some of the best and most affordable ways of building your business.

There are many more ways than what we have focused on here and if you use your imagination and creativity you can come up with some unique and highly successful ideas as well.

We would recommend to anyone who feels they have the qualities needed for success to go for it!

Our intentions with this ebook are definitely not to discourage you from starting or continuing with your home business, but to prepare you for the truth of what lies ahead. Success will not come easily or quickly. It is a long, hard, frustrating journey to success.

But, if you want it bad enough and possess the qualities needed to finish the journey, success can be yours!!

And when you finally get there, you will realize that all the places you momentarily got lost or took a wrong turn were very instrumental in helping you reach your final destination!



And you will also realize that it was all worth it. Owning your own successful business is very rewarding - personally, emotionally and financially!

If you enjoyed this ebook, please let us know at [support@seymourproducts.com](mailto:support@seymourproducts.com)

We would love to hear from you. If you did not enjoy it, we would love to hear from you as well.

Please come see us at <http://www.seymourproducts.com> and let us help you with your home business. We wish you much success in whatever you do and all the best!! Thank you and take care!

To Your Success,

*Terri Seymour*

