FREE
Online Advertising

Guide to Free and Low Cost Online Advertising

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Online Advertising Explained

Online advertising is the next **most important** thing in your Online Business operation after setting up your web business.

It doesn't matter whether you are setting up a direct response web page (or better known as the sales letter model), an electronic newsletter (also known as eZine), membership site, service, or even content-based site, the next pot of gold is to be found in online advertising. I mean, **how else can you even start to get noticed**?!

Some people call it "drawing traffic", but the best word to sum this money-generating method is still "advertising". You do not want to draw in any kind of Tom, Dick and Harry into your web site. You want to draw in *targeted* prospects (keyword: <u>targeted</u>).

And when you advertise, you want to advertise to prospects who are interested in your product, service or offer.

You may be new to Internet Marketing or you have been attempting to rake profits online for some time but to no avail just yet. Perhaps, there is something you have not done right when it comes to advertising your business.

Free and Paid Advertising

Online advertising can be generally divided into two categories: **paid advertising** and **free advertising**. These terms are very much self-explanatory, but here is a **school of thought**: as with any kind of advertisements, online or offline, **it takes time to get noticed**.

If you are using paid advertising, you can only find out if your advertising method is working or not – after putting in your money. If you have no idea of what you are doing, **it's a gamble** – you are either *investing* or *wasting* money on advertising.

Not too long ago, I have heard of a friend who spent a whooping **$650.00** in Pay-Per-Click (PPC) advertising. $650.00 may be a huge figure to most of us and small to some, but in my opinion, **spending** $650.00 is A LOT compared to **investing** $650.00.

You've probably guessed it – he **spent $650.00** for **$0.00 profits**.

Can you imagine how useful an *extra* $650.00 would be to you rather than giving in to the drain hole?

And then, there was another friend who spent $200.00 on the same campaign in exchange for same miserable $0.00 in profits.

Now, I am **not** implying that PPC is a bad method of advertising. In fact, it is great, only if you know how and do it right.

And I am also **not** implying that you should not invest a single sum in advertising. If you have the money and know how to get it done right, do it by all means!

Unfortunately, wasting money seems to be the case with most budding Internet Marketers. Most novices have no knowledge or previous experience in marketing itself. And to top that, since most business people usually start with very low budget, this makes paid advertising riskier than ever for most of us.

The More Affordable Advertising Alternative

If you are on a low budget with little tolerance for risk, this fact will just enlighten your day: you can fare just as well with **free advertising**. The good is news is that it **possible** to advertise your business online at **zero cost**. And you will learn just that in this report.

Within the coming pages, you will discover several free advertising methods you can use for your own without having to risk your low budget which is better invested in other aspects of your business.

But as with anything else in life, there is always a price to pay: you have to be prepared to invest your **time and sweat equity** to make up for the lack of your monetary investment. In other words, the **free advertising** results will probably take longer to materialize as compared to that of **paid advertising**.

I will also highlight to you how you can invest your small sum of hard-earned money for more profitable returns using low-cost advertising – PPC and eZine advertising among them.

The results, nonetheless, can be just as **amazing** – just do it right!

How is This Report Arranged

This report is arranged in a manner that you can skip and read any particular free and low cost advertising chapters of your choice and implement.

You can implement any one advertising method, combine, mix and match, or use multiple methods to pump in more targeted traffic for your business.

The information is staring at you within the coming pages – all of what you need to know to conduct your online advertising campaigns professionally and effectively <u>without</u> spending a dime on them.

You will also learn some of my insights and strategies in implementing some of the free advertising methods and how they can work in your favor.

Most importantly, you can now run your online advertising campaign for free or low cost <u>without</u> having to risk your low budget or learn your mistakes the hard, painful way.

To Your Online Advertising Success,

Joseph Then

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Free Advertising

Search Engine Optimization

In a nutshell, Search Engine Optimization (SEO) is all about positioning high in the Search Engines against particular keywords or related search terms.

Hypothetically, the higher the position of your website in a Search Engine, the higher the chances are people will visit it.

Most people searching for anything on the Internet will only visit the relevant keywords results and sites in the first 3 pages of the Search Engine they have used.

So, if you want your website to have targeted prospects, your web site needs to be in the search results of the Search Engines preferably within the first 3 pages. Thus your site positioning in the Search Engine against relevant keywords is essential for directing more traffic toward your website.

There is no doubt that Search Engines are one of the major sources of people's information as majority of the Internet users usually begin their search with Search Engines.

To make it possible and easier for targeted prospects searching for information to come to your site, you need to make your website search-engine optimized. This is so that it has a better chance of getting top position on those same Search Engines that hundreds of millions people are using daily!

There are about 18 million websites online at this time of writing, and if you do not optimize yours, it is definitely going to be ranked much lower than many others resulting in none or hardly any traffic from the Search Engines.

SEO Explained

Search Engine Optimization (SEO) in technical terms is a "process of configuring any website for maximum exposure to the Search Engine spiders to ensure relevant placement within the Search Engine's database structure and results".

The idea behind the technical jargon of SEO is to make the search for Internet users as easy as possible so they can find relevant information in a convenient manner.

In other words, the process of SEO is actually to prepare and promote a website so it is featured well with relevant keywords on a Search Engine. So in order for the webmaster to get featured for relevant keywords, he must provide relevant, appropriate content.

* Important! Most Internet Marketers often have the misconception that once they have optimized their website, it is finished. But in reality SEO is an ongoing process. Search Engines develop and grow every day but unfortunately, in the process they often change the rules or move the "field's goal post". Simply put, it is possible for your website to be in the top slot for specific keywords this month, but slide into the back pages the following month after the algorithms has been changed by the Search Engine.

SEO is growing and changing day by day, and as an Internet Marketer, you need to keep updated with the changes, especially if you decide to play on the SEO turf.

How to Get Better SEO Results

With the latest development and growth in Search Engine algorithms and intelligence of spiders, most webmasters should now be taking an active part in optimizing their websites.

So if you are looking to optimize, then there are quite a few things you need to do:

1) **Relevant Keywords**

   This is your **first step** in SEO. You need to know who your audiences are. So, a theme for your website is important.

   Tip: Search Engines love themed sites!

   Once done, you can go ahead with finding what your targeted key phrases are. You need to do lots of research with these as they are the keywords on which your website has to be optimized. If you are looking for relevant keywords then you must discover what people are actually typing into the Search Engines and what your competitors are using.

2) **SEO – Copywriting**

   Copywriting for SEO is important as it is an essential element to getting a good position in the Search Engines. If you think that you are not up to writing it yourself, then you will do well to consider hiring a specialized

SEO copywriter who can write the text of your website keeping in view the theme you chose.

3) Domain Selection

Your domain name should also reflect the theme of your website. If your domain name also incorporates some of your chosen keywords even better, your domain name should always indicate at least one of your major keywords if possible. For example, if you web site is about "Malaysian Recipes", then your domain name can be **www.crazymalaysianrecipes.com**.

4) Title and Meta Tags

This is one of the major pieces of information appearing on most Search Engine results – if your domain name is related to the theme of the website. If your website title reveals your theme, then you will easily catch the attention of visitors looking for particular search keywords. Meta tags including the description and keyword tag are important in finding a relevant spot on the Search Engines.

5) New Content

"Content is king" online. There are a lot of things you need to take care of and one of the main one's is the addition of new content to your website. Many websites drop in ranking in the Search Engines because they do not contain much if any new content. Note that the spiders are getting smarter every day thus you need to take good care of your website by adding as much content as possible so they will want to revisit you on a regular basis.

6) Link Campaigns

Google Page Rank (PR) is a ranking approach based on links a website receives from other websites. The thinking behind this is if other websites are linking to you then you must have lots of good content on your site for them to want to do so.

The higher ranking these sites are, the more favorable the spiders will look into yours. It should be noted though that major emphasis is on related and popular websites only and not just reciprocal links. These websites bring you credibility and will make your website rank higher at the Search Engines. An effective link campaign that is a long-term process will help you achieve an effective presence on the Web.

Localized SEO Explained

Localized Search Engine Optimization is a disciplined practice to increase the number of targeted prospects to your website by positioning high in the search results of Search Engines by adding local search terms to your tags and web pages. This is an excellent way of showing well in Search Engine results especially if you run a local offline business.

There are many methods webmasters can use in order to optimize, but one of the best ways is to analyze the content **not** in the shoes of a webmaster but a visitor who has visited the page to obtain specific information.

Analyzing your website with this perspective in mind will hopefully enable you to look at your site with fresh eyes, and enable you to reorganize if needed information in an easy and straight-to-the-point manner.

Add information keywords in your tags. If you are including local search terms, then follow the same method and add keywords and text in tags, title, Meta tags and content.

Avoid Search Engine Blacklisting!

The worst thing to happen to a website is to be blacklisted by the bigger Search Engines such as http://www.google.com/.

Google is probably the **biggest** Search Engine at the moment, and it takes SEO cheating crimes very seriously. Google penalizes and blacklists all websites using techniques to cheat crawlers to gain higher rankings.

Getting **blacklisted** from Google means getting blacklisted from about **70%** of people using Search Engines, and once penalized it will probably cost you a fortune in **lost revenue** getting your website back on Google!

Here are some techniques you should **avoid** using at all costs if you want to keep on the good side of Google:

1) **Mirror Websites**

    Mirror websites are websites that have the same content but different URLs. Due to the intelligence and growth of smart Search Engines, this method will result in blacklisting your website **forever**.

2) **Doorway (gateway) Pages**

Doorway pages have very **little content** for visitors and are **usually hidden**. They are used in order to make Search Engines rank the websites high because of the presence of specific keywords or content.

3) **Invisible text**

Invisible text is a method used to hide information by making it invisible. Achieved by using the same color text as the background (and usually can be discovered when you "**select all**" or **CTRL-A** on the web page), the crawlers find specific keywords and phrases being repeated again and again. They then rank the website higher as a result. It is still used by some webmasters today who either are ignorant or cannot be bothered to optimize their website.

4) **Submitting Pages Too Often**

Some Webmasters think submitting their Web pages again and again to the Search Engines will assist them in achieving higher ranking. Unfortunately, the effect is opposite – submitting the same pages to Search Engines again and again can get you **penalized**.

5) **Automated Submission Software**

There are scores of automated submission software available in the market that claim to get your website submitted to scores of Search Engines in a few minutes. However the major Search Engines see this practice as **spamming** and often do not index websites submitted in this way. They like submissions to be made manually so if you wish to avoid your website being penalized, avoid the temptation of using automated submissions.

SEO Strategies

As more and more websites come online every day, it becomes increasingly **difficult** for webmasters to achieve high rankings let alone getting the top slots for specific keywords.

Though the Search Engines will find your website sooner or later and index it accordingly there are some ways that can help your website in achieving the desired ranking. Good SEO is the **key** to getting your website indexed properly with a good ranking.

The following strategies can help you successfully use small and simple techniques to improve your websites using successful keywords.

1) Meta Tags

Meta Tags are an important part of your site especially if you want a chance of achieving good rankings. Meta Tags are used by Search Engines to determine how your site is displayed in the search results. The most important Meta tags are the title, description, and keyword tags placed on every page of your website in order to make the page relevant to the information being provided.

2) Title Tag

Tags and displayed when you surf the website looking for information. It is recommended it should be no more than **60** characters in length and somewhere within the title text (near the beginning).

3) Description Tag

Basically describes what your website or webpage is all about. It's better to have a relevancy in the Description Tag as well as the Title because the more relevant they are the better chances of being indexed higher in the Search Engines. This tag should be no more than 150 characters in length and should be rich in focused keywords.

4) Keyword Tag

These are the tags against which your website is surfed. When a query is passed to the Search Engines, they look at all the keyword tags whilst indexing and store them. So when a search is performed, the Search Engines display the results in the order of Meta Tags and relevancy.

This tag should be no more than 874 characters in length and not repeat the same word more than 3 times. The keywords should be separated with commas and it's also a good idea to include common misspellings of keywords. Never use keywords that don't fit with your site as Search Engines may consider them spam and ban you. Also instead of using individual keywords, try instead to use key phrases. What's more, try and think of phrases people will actually search for.

For example, instead of using, "Web, design, tutorial, webmaster, tools, resources", use "Web design tutorial, webmaster resources, webmaster tools".

5) Other Tags

There are a variety of other tags you can use on your site. The only other one I recommend though is the robots tag. This tells the robots indexing

your site to index your pages and follow your links. The format for this tag is: <meta name="robots" content="INDEX, FOLLOW">

6) Keyword Density

Writing SEO content with a good keyword density is what the larger Search Engines demand as it's another tool they use to rank your site. The Search Engines index your entire page then check how frequently keywords appear; (Another reason SEO content writing is such a great tool.) Only keywords with relevancy to your site should be used.

7) Link Popularity

Google also rates your website by its link popularity; as how many other sites are linking to you helps decide how high your ranking should be. It is a good idea to start a reciprocal link program whereby you contact other websites covering similar topics to you and suggest reciprocal link exchanges. You can also build a special section on your site for reciprocal links.

8) **The better the website links, the more they will assist you in making your Search Engine ranking better**.

Manually looking for linking partners can be time consuming and boring. Thus I suggest using http://www.linkmetro.com/ for this purpose.

9) Site Map

Having a site map on your website really does help get your entire site indexed. Search Engines whilst indexing and crawling your websites need some information so they can index them. Thus, your goal should be to get the Search Engine spider to your site map page.

Since the site map is essentially a simple list of links, the spider can easily find and follow them, thus making it a simple job to index your entire site. One trick you can use to get the spider to the site map page is by putting a 1x1 pixel invisible image at the top of your site with a link to the site map of your web page. This way the spider is bound to get to your site map and index all the pages linked from it. It's one of the better methods in which you can get your whole website searched and indexed in the Search Engines properly.

10) Robots.txt

The Robots.txt file is nothing more than a **simple text file placed within the root directory of your website that spider's first look for prior to**

indexing your site. It tells them **what to index and what not to index**. It also has all the information and privacy statements needed allowing the Search Engines to keep restricted to a particular level whilst indexing or going to particular depths.

Search Engine Submissions

There are literally hundreds of companies out there making incredible claims of being able to cheaply submit your web pages to thousands of Search Engines. **Most of these companies are a waste of your time and money!**

Why is that the case?

This is because while it sounds very tempting, but most of the "thousands" of engines to which they submit are FFA (Free for All) link directories that generally bring in little, if any, traffic to your site.

Tip: When you hear FFA, run far, far away and don't look back!

What makes it worse is the real engines they submit to will probably ignore your submission altogether!

The best method, however, is to submit the sites yourself. Most engines are free to submit to and have a special page for submission. Manually submitting your website to "some" Search Engines can definitely help give your pages a decent ranking.

The list below gives you direct links to the submission pages.

Yahoo

1. Go to directory under which you want to submit a site.
2. Click the "Suggest a Site" link.

Non-business categories are free to submit to, but it can take awhile to get listed. Business categories will cost you $299 a year.

Open Directory Project (dmoz)

1. Go to http://www.dmoz.org
2. Browse to the directory where you think your site belongs.
3. Click the "Add Url" link at the top of the page.

This is a key directory to get into as a great deal of Search Engines use their database to show results.

Google

Go to: http://www.google.com/addurl.html

They will generally find your site to index for their database, even if you don't manually submit it. They use the dmoz results as part of their database.

Lycos

http://searchservices.lycos.com

They allow you to submit one page for free and additional pages for a charge. Free submission takes 4-6 weeks and is not guaranteed.

alltheweb

http://www.alltheweb.com/add_url.php3

Altavista

http://www.altavista.com/sites/search/addurl

Offers a variety of paid submission services as well as a free basic submit.

Affiliate Marketing

If you are selling a product or own a recurring service/membership site, **leveraging** your advertising efforts on affiliates is for you.

Why Affiliates?

Affiliates are individuals who act as "referrers" – they refer the prospect to you and you do the selling via your sales letter.

If the affiliate's "referral" successfully becomes your customer and purchases your product or service, the affiliate will get a percentage of the sale. Since most products sold online are digital in nature, affiliates who help sell digital products for their principal earns **30-80%** in commission.

This is a general practice in the sales of digital products as since there is **no fee** incurred in sending the digital product none other than a simple download by the customer in the Thank You Page, the profit margin can be **almost 100%**.

The reason I say "almost" is because there are usually deductions being made by the Credit Card Payment Processor each it processes your sales transactions. However, the deductions are so small they can be *negligible*.

Thus you are willing to give up this much in commissions to your affiliates for successful sales referrals. On top of that, affiliates free you of your advertising efforts as the promotion work is shouldered by them.

No matter how you look at it, you alone **cannot** beat the advertising power of hundreds, thousands of affiliates.

All you need to do is provide **good marketing materials** for your affiliates to use and promote your product or service.

With several **hundred, thousand** affiliates spreading the word and advertising your product or service to their mailing list, contacts, and so forth, you can use the time available to improve your product, service, sales letter, recruit more affiliates, or anyhow you like.

All in all, your advertising chores have been lifted by your affiliates!

How to Set Up an Affiliate Program for Free

This might be hard to absorb, but it is NOW possible to set up your own affiliate program at **zero cost**.

At this time of writing, believe it or not, it **was** impossible to set up your own affiliate program just several months ago.

Fortunately, that can be a thing of the past now because with [PayDotCom](#) , you can now finally start your own affiliate program for **free**.

All you need is a [PayPal](#) and/or [StormPay](#) account to accept payments. The good news, again, is that both accounts can be registered for **free**.

This is **ideal** for you if you are selling **only one** product or service. While there is a Premium account upgrade (at a one-off of $29.00) available at [PayDotCom](#) which enables you to add unlimited products for sale and more, the **free** account is <u>sufficient</u> for you if you are selling **only one item**.

If you have decided that leveraging your advertising efforts on affiliates is the way to go for you, then wait no longer and register for free account with [PayDotCom](#).

Once registered and logged in, enter your product or service's details, price, Thank You page URL, etc.

Note that you can store in affiliate promotion materials within the PDC environment as well. This will make it more convenient for your affiliates to go to and use whatever promotion materials they need to get started.

How to Recruit Affiliates for Free

With your affiliate program all set up and in place, what is left to do is to recruit affiliates in the masses.

Now, not every affiliate is as good as the next one. In fact, I estimate a good 2-5% or even less of the affiliates in the Internet marketplace are super affiliates.

One way, though, is to recruit as many affiliates possible and cover the odds. You've guessed it – **it's a number's game**!

While there are several ways to recruit affiliates, here are some exceptionally effective recruitment methods you can do right now (and for free):

   1) **Swapping advertisements with other eZine publishers.**

If you have a mailing list, you can trade advertisements with other eZine publishers.

In a nutshell, you seek permission from other eZine publishers to have them broadcast your advertisement (on recruiting affiliates for your affiliate program) to their mailing list. In exchange, you allow the eZine publishers to have their own advertisements broadcasted to your own mailing list.

Ad swaps work perfectly especially if both mailing list owners have an almost similar amount of subscribers.

2) Endorsing to your mailing list.

If you own a mailing list already, this is the fastest way to recruit affiliates. The more subscribers and the more responsive they are, the more affiliates you will be able to recruit from your list.

3) Submitting your affiliate program to affiliate sites.

You can depend on other sites that are dedicated to affiliate marketing for traffic. Some good and dependable resources to name are http://www.associateprograms.com/ and http://www.jvnotifypro.com/.

You can include your details and information about your affiliate program (what your product is, how much is the affiliate commission, how to join, etc.) and submit to these sites.

4) Recruit affiliates from your sales letter.

This is possible to do as not everyone who reads your sales letter will buy from you. However, they can be converted into your affiliates instead of just clicking away from your page.

You can put up your affiliate program offer to your prospect in the form of a window pop-up (that appears as soon as your prospect is about to leave your site) or a small link in your sales letter itself.

5) Recruit your customers to become your affiliates.

In my opinion, this is a better version of any kind of affiliate. In fact, they can be your best affiliate marketers, especially if they are deeply satisfied and have greatly benefited from your product or service.

You can include an affiliate program offer in your Thank You Page or follow up with your customers later via email or auto responder.

If your customers could trust you enough to purchase from you, why should they not join your affiliate program and make up for their investment and later profit?

6) Post details on your affiliate program on your blog.

If you own a blog, you can post your affiliate program details and offer to your blog visitors.

7) Engage Joint Venture brokers.

Ready to reduce even more workload and consider having someone else recruit the affiliates for you? Then, engaging a Joint Venture (JV) broker is for you.

Basically, a JV broker brokers JV deals for you. The JV broker finds the JV partners for your product or service in exchange for a commission. Usually, JV brokers are paid in the range between **10-20%** of your product price for every sale made by the JV partners they refer.

Assuming you are paying the JV partner 50% of the product price and your JV broker 20%, this would mean you can only keep **30%** of every product sold off your website.

It would be worth it, though, as your JV partner recruiting tasks is taken care of by a competent JV broker or manager. On top of that, JV partners in nature are more competent than the average affiliate due to their influence and **better** marketing power.

Note, however, that this is going to be a **2-tier** and you must be able to provide such an affiliate program.

Viral Marketing

Would you like to have your advertising activity spread across the Internet like a virus without any effort on your part? Sure, you'd want to!

Just like the virus you heard of every so often on TV, you can actually do the same for your advertising activity.

While there are several ways to carry out your "viral" marketing plan, I will cover only the **viral eBook marketing method** in this report as it is one of the easiest methods that almost anyone can possibly achieve.

The Concept

You **create a free report** and **circulate the report in your network**. In the report, you provide short, useful information that you can dispense for **free**.

The report need **not** be long – **8 to 20 pages** would do. The purpose of the report aside from viral marketing is also to **prove your credibility** to your readers especially if you are new to the Internet Marketing field.

Bear in mind that even if you do not have what it takes to provide a quality PAID product, but you can easily provide free, useful information that anyone can appreciate and use.

Now, you want to allow people to give your report away for **free**. So, you are to convey "Give Away" rights to your report and allow your readers to pass around your report for free.

You are willing to do this because your report (in PDF format) cannot be altered. This means that your contents, details and URLS remain unchanged and cannot be edited in any way.

As long as your report contains very useful information and you encourage people to give it away to their contacts or subscribers (if they own a mailing list).

With links to your web pages, it is now possible for you to collect subscriber leads and even make your sales!

And also, if you provide any kind of affiliate program for your product or service, you can charge a fee for your affiliates to rebrand your report to their own affiliate links!

How to Create Your Own Viral Report
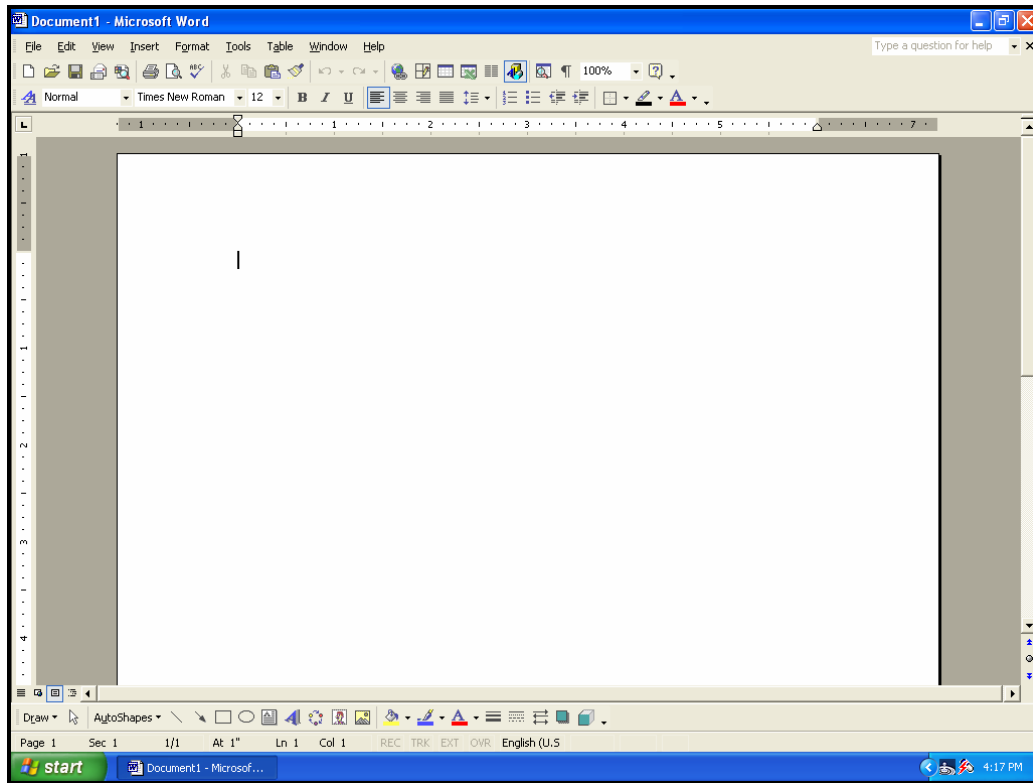
Firstly, **open your Word Program and start writing your own report**.

*Recommended: Writing your report in word format and later to be converted to PDF format is **strongly recommended**. The reason I do not encourage you to write and deliver your report in EXE format is because not only are you depriving Mac users of your information, PDF is the best-read format. On top of that, many Internet users often cast suspicions on EXE files that can pass as viruses.
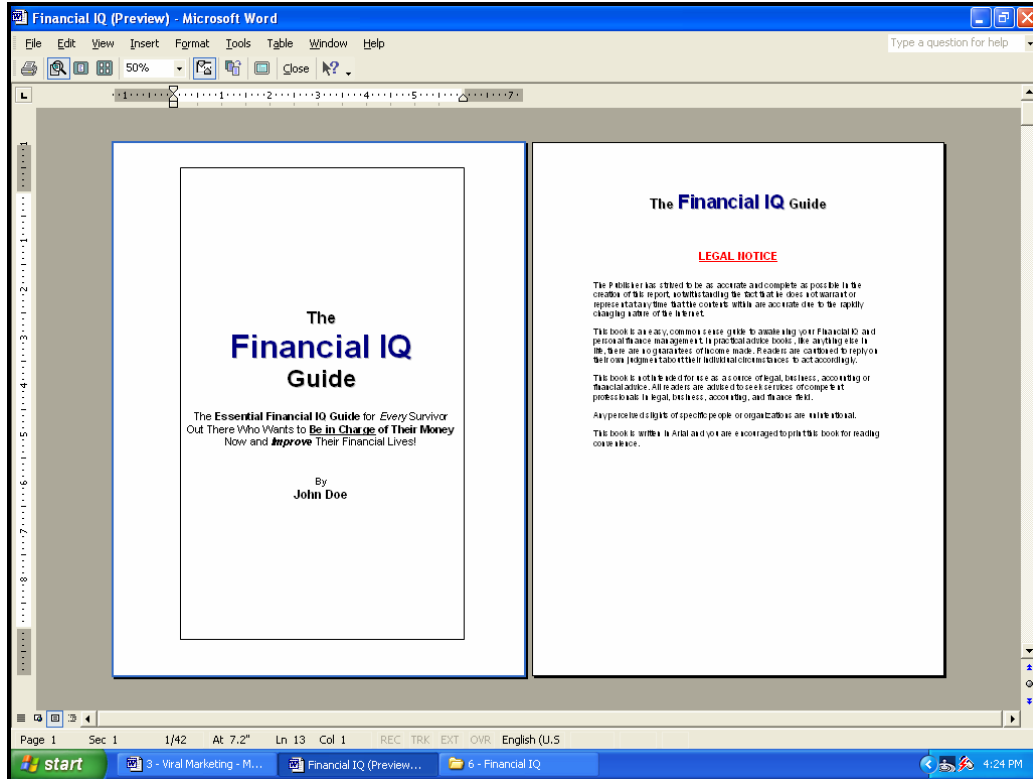
Start your first page with your report's cover. You can either paste a graphic front cover or design with whatever knowledge and skill you have in the Word environment. It need not necessarily be fancy – simple but professional would do.

Writing your contents with **8 to 20** pages in length would be sufficient – you just want to prove your credibility and give your reader a brief insight about you, your business and what you know about what you do.

What you **MUST** have in your report, however, is:

1. **Links back to your product(s) or service(s)** in the form of advertisements or recommendations.

2. **A way for you to collect subscriber leads.** This is for you to build your mailing list. You can include a link to your opt-in form for your readers to subscribe to your mailing list in order for you to follow up with them later on more offers in the future.

And last but not least…

3. Convey **"Give Away" rights** to your report.

You want to allow your readers to give your report away freely with *no strings attached*.

Your Give Away right can state like the following:

Give Away Rights

*This report is a **<u>FREE</u>** report. You are allowed to distribute this report to your subscribers and network, as long as the contents of this report remain **<u>unaltered</u>** in any way, any how, and at any time.*

Once you are done with your report, proof-read it twice, and convert your Word file into PDF format using your **Adobe PDF Converter program**.

You can get a FREE PDF converter program from the following websites:
www.primopdf.com
www.pdf995.com

Notice that everything in your PDF file remains *intact*. Nothing has changed from the last format, only now that the file cannot be edited like the contents in Word format.

*Important! Remember to **disable the copying function** before converting your file into PDF format to prevent convenient copying by content thieves.

Marketing Your Viral Report

The buck starts here – you have to first market your viral report to your network of contacts and later on, the advertising virus will spread on its own **without** any effort on your part as long as readers find it worth sharing your report around to their own contacts.

Here are some ways to submit your report and market it:

1. **Endorse to your mailing list.**

    If you own a mailing list, this is the fastest way you can get your report out to your readers. Broadcast a message with your report's download link for your subscribers to download your report. Should they find your report useful, they can give your report away to others. You may not be in direct contact to their contacts, but they can do the free marketing for you!

2. **Submit to several eBook directories.**

eBook directories accept eBook listings and most of them accept free submissions. Here are some eBook directories you can submit your report to:

http://www.jogena.com/
http://www.maxebook.com/
http://www.ebookdirectory.com/
http://www.free-ebooks.net/
http://www.ebookpalace.com/
http://www.wisdomebooks.com/
http://www.virtual-ebooks.com/

You can search for more eBook directories in multiple Search Engines using Copernic (there are free and paid software, but a free one would do) and Google. The following keywords would be useful:

+eBook, +E-book, +dir, +directory, +membership, +free, +listing

3. **Join Give Away Ventures**

You can participate in any massive Give Away ventures as a Joint Venture partner in contributing your report for several thousands of subscribers to download.

Writing Articles

If you have been on the Internet for a while, you are probably subscribed to a few newsletters (also known as eZines), if not many. Did you notice some eZines that include featured articles written by another author, probably a guest author?

If you have ever read an article written by a guest author then you would have noticed that at the end of the article includes a few lines of text about the author. They are called bylines, also known as resource box.

The writer gave the eZine publisher the permission to publish his or her article(s) for free in exchange for the publisher including the author's bylines or resource box.

This is a win-win arrangement – the eZine publisher has useful content to offer to his or her subscribers while the author can get free advertising through his resource box included at the bottom of the article.

That is what you are going to do, too.

If You Want Free Profitable Advertising, Write Articles!

By writing articles and allowing them to be published free of charge, your articles will have the potential to be viewed by many (thousands, maybe even millions!) of Internet users, all reading your content around the clock and you can almost bet on a decent percentage of your prospects clicking on the link in your resource box to learn more about you and your business.

Your articles can be published by several eZines with huge subscriber mailing list that can go into the thousands. In addition, they may be displayed in eZine archives, or on high trafficked web contents.

Note, though, that most eZine publishers prefer short articles, perhaps between **400 and 750** (this is the limit!) words – **all text**.

Writing and distributing free articles on the Internet will be one of the best promotional decisions you will ever make. Not only will it provide you with free publicity, but if your articles are good, you will become a trusted professional in your area of expertise.

Types of Articles You Can Write

In general, there are **3** types of articles you can write:

1. **"How to" Articles**

    This is one of the most popular types of articles you can write.

    Regardless of your business nature and as long as there is huge market for your kind of business, you can be very sure that there are several people are looking for "how to" guides where your niche is concerned.

    Examples of "how to" articles are: "How to Cook a Classic Oriental Dish in 7 Minutes", "How to White List Your Emails", "How to Manage Your Personal Finances in 14 Days", and "How to Treat Your Pets affectionately".

2. **Tips and Snippets**

    This is yet another popular type of article that you can write. Do you know of any tips you can share with your readers? Let them know what you know!

    Examples of this type of articles are: "10 Online Christmas Shopping Tips", "10 Ways to Prevent from Getting Scammed Online", and "5 Tips on Playing Golf like a Pro".

3. **Stories**

    This would take a certain degree of combining both good writing and story telling skills, but this can make your article high in quality if done right. In a nutshell, you can tell a story or relate your personal experience and later relate it to the bottom-line of your article's focus.

And when you are done writing the contents of your article…

Include Your Resource Box at the Bottom of Every of Your Article

The **resource box** allows you to place a short advertisement or description about you and your business (oh, and your business site link, too!).

They usually contain a few lines (you are recommended to keep **2 to 5** lines maximum at the most for your own resource box) explaining briefly about the author of the article, the nature of his or her business, and the web site address.

Your resource box can look like the following:

```
==========================================================
```
Xavier Scares is the creepiest web crawler on the Internet for the past 6 years. Check out his horror web site at www.xavierscaresyou.com for more gruesome horror stories that will make your hair stand – only if you dare!
```
==========================================================
```

Once complete, proof-read your article – and you are done with your article writing!

Submitting Your Articles

Here are some of the best places to submit your articles to for the best free exposure possible. This is because these sites are highly trafficked and are the **hot spots** where eZine publishers often drop by to pick up quality articles to reprint (with your resource box) for their readers. Thank me for I've done all the searching homework for you!

http://ezinearticles.com/ **(Recommended!)**

http://www.goarticles.com/ **(Recommended!)**

http://www.articlemarketer.com/ **(There are free and paid options that decides the limit of your article exposure to eZine publishers, but the free option would do)**

http://www.isnare.com/

http://www.articlewarehouse.com/

http://www.articlehub.com/

http://www.reprintarticles.com/

http://www.article-emporium.com/

http://www.articlecity.com/ **(Recommended!)**

http://www.articlecentral.com/

Traffic Exchange

If you are building your list and your business targets other **Internet Marketers** or **webmasters**, you can consider using Traffic Exchange for your advertising purposes (for free, by the way). This is because the only type of member who would use Traffic Exchange programs is another Internet Marketer or webmaster.

Thus if your product appeals to these groups, you will do well to use Traffic Exchange programs in your favor.

Note, however, that if you niche is other than targeting these types of prospects, you probably would not gain any decent advertising as Traffic Exchange members are usually "not focused" where niche marketing is concerned.

The Traffic Exchange Concept

Here is how Traffic Exchange programs work:

Traffic Exchange programs work when you join their service and you are given a unique code to insert into your web browser's setting that makes it show the Traffic Exchange service's web site.

In turn, it will display one of their member's web sites.

So when you are starting to open your browser, you will see another Traffic Exchange member's web site. If that member starts his browser, he will see yours – only if you have earned enough *credits* for your web site to be displayed.

Since you are going to start your browser anyway when you log on to the Internet, you can generate targeted visitors to your web site at the same time by joining a Traffic Exchange program.

You may have to **start** or **refresh** your browser a few times to view a few other members' web sites before you get to earn 1 credit which will show your web site once on other members' browsers.

Note, though, that surfing **around the clock** can be drain on your time (and soul), and not to mention your phone bills.

However, here is how you can leverage your credits: most Traffic Exchange programs have a **Multi-Level credit plan** whereby if you were to refer other

members to this service, and they join this service as a result of your referral, you will earn a percentage of their credits, as well as a percentage of their downlines' credits.

This way, you can leverage your earnings on credits therefore getting more **free traffic** to your web sites by simply referring the service to others who in turn refer the service to others.

Now…

How to Make this Traffic Exchange Program Work in Your Favor?

The following are Traffic Exchange programs which I recommend to you:

http://www.trafficswarm.com/

http://www.ts25.com/

http://www.hitpulse.com/

http://www.trafficpods.com/

http://www.webbizinsider.com/

http://www.nomorehits.com/

http://www.fastlanetraffic.com/

You do not have to join all of the above, but you can join as many as you wish, depending on how much your Internet connection can handle if you are to surf as many of this sites as possible at the same time.

Next, download **Crazy Browser** here:

http://www.crazybrowser.com/download.htm

This program will allow you to **surf as many sites possible at the same time**. When you download this program, install it into your hard drive and include the links of all the Traffic Exchange programs you have joined.

To discover how you can leverage your credits on other people's surfing efforts, I recommend you get a copy of **Amazing Traffic Formula** here.

Your Traffic Exchange Campaign URL

To increase your Traffic Exchange responses, lead the members directly into your Lead Capture Page where your Opt-In Form is placed. Offer a valuable gift (a free report, perhaps) in exchange for the member's email address.

Avoid directly sending other members to read your product's sales letter, which most members do because this method is the least effective way to utilize Traffic Exchange programs.

You will get **targeted** prospects in your mailing list that you can begin building relationships with by sending them valuable information on a regular basis and in this case, a series of short reports having to do with your product.

Eventually, some of them will become your customers if they are impressed enough by what you are giving them.

Other Free Advertising Methods

Link Exchanges

If you run a content-based site or a blog, trading links with other similar business sites (or your competitors!) can not only increase your Google Page Ranking, but also increase your advertising impact.

Persuade as many webmasters as possible to trade links with you – you put the webmaster's link (and maybe a description) on your site, and he does the same for you.

Do this with many webmasters and you will get a lot of free traffic in the shortest time possible.

You can leverage your link exchanging efforts by getting a free account with http://www.linkmetro.com/. When you are registered, you will be able to view several other websites which are looking for other partners to trade links with. The key to successful link exchanges here is to trade links with a similar site.

It would damage your site purpose and credibility if you are to trade links with a phone site when your site can be dedicated to cooking enthusiasts. On top of that, you will not be getting targeted traffic to your site – I mean, how many phone users are cooks?

Submitting Endorsements and Testimonials

This is often little thought of by budding Internet Marketers, but you can quickly gain some free exposure by first giving testimonials to products you purchase and benefit from online. You can even submit your endorsements to any products or services you had the privilege to review.

Usually, your name and business URL will be published alongside with your testimonial to be included on the product owner's sales letter.

With several people viewing the sales letter, you can get free exposure – no expense! Make a ritual to do this from time to time and you will find the results of the accumulated exposure stunning.

Signature File

This is a quick automatic promotion for your business. Whether you are participating in a forum or emailing someone, you can include a signature file of yours under your messages.

Your personalized signature file can look like any of the following:

Joseph Then
CEO
http://www.easynicheproduct.com/

Joseph Then
Get 3 New, Instant Products Every Month!
http://www.easynicheproduct.com/

Tip: Usually, in most forums, there is an option that enables you to conveniently post your signature file in an allotted space under every of your messages.

Low Cost Advertising

Pay-Per-Click (PPC)

Pay per click (or PPC in short) is hugely popular. The Google AdSense program especially, has put **PPC** on the Internet Marketing profit map.

PPC advertising refers to any type of advertising where you pay for every click-through. PPC programs are **completely different** compared to traditional web advertising such as banner advertising.

In a nutshell, PPC works this way:

PPC advertisers pay webmasters to put their advertisements on their website. The advertisers are then charged on a "per click" basis when a visitor clicks on their ads on those sites. The webmaster gets paid when some one clicks on the ads on their website.

In contrary to banner advertising, the PPC advertising fees vary on **how many people** actually CLICK on his or her ad rather than how long it is displayed.

How to Join an AdWords Program

It is really simple – go to www.adwords.com and you will be taken to the registration page.
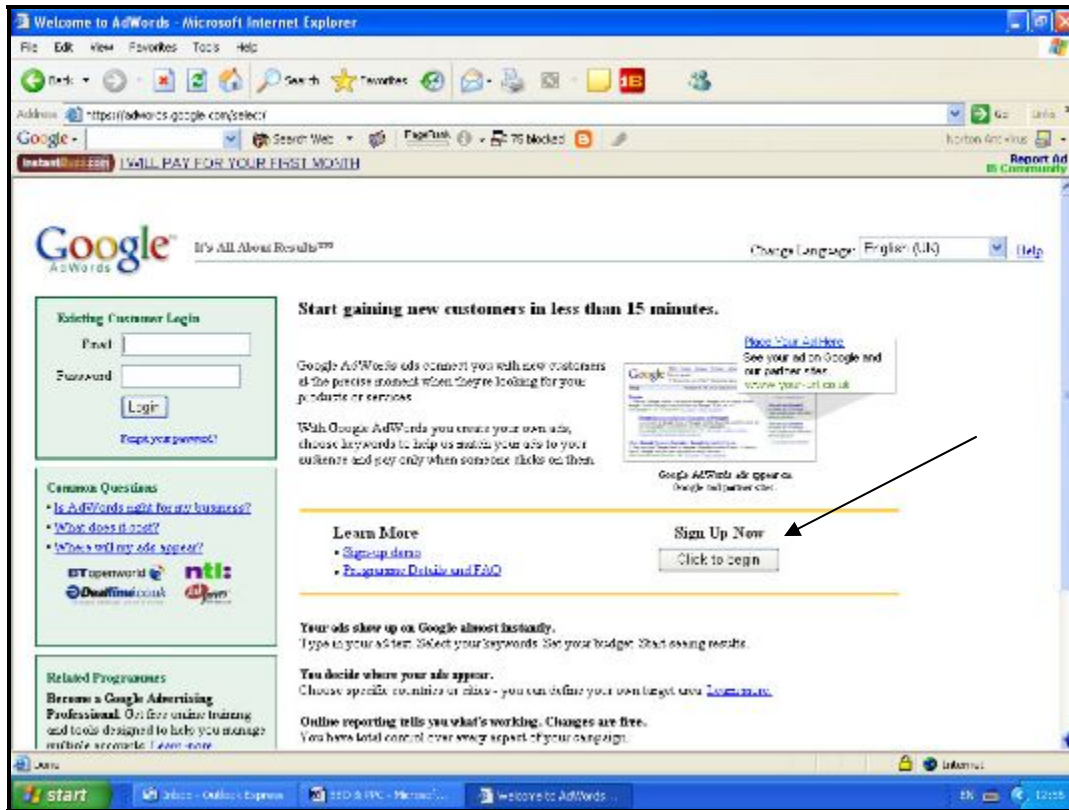
Sign up where the arrow is pointing, and follow the wizard.

Once you have joined, your ads can be displayed in Google's sponsored list within minutes.

Please take time to read all the help guides first though and be careful at what you set your daily bids budget at.

I would suggest you keep your daily budget very small until you get the hang of it. Also think carefully about your ad because it's got to be eye-catching enough to encourage those click-throughs.

*Important! Make sure your sales page **converts well** (in short, professionally written and compelling!). This is because once your prospects have clicked through to see your web page, it is either a make or break in the sale. If not, at least strive to collect their email addresses for follow ups. Remember what I've told you about a couple of friends who each lost $650.00 and $200.00 to the PPC drain? This is one of the main reasons why they made $0.00 in profits!

Also, you may be able to design a fantastic ad, but you can still fall at the last hurdle simply owing to a **badly** designed website. You'll lose a lot of money (maybe more than $650.00) if your site is poorly designed. Remember, every one of us can just hit the back button on our web browsers!

A Very Important PPC Tip

Since **the higher you pay per bid, the higher your ad ranking will be**, here is a school of advice you should subscribe to: **NEVER, EVER BID ON A GENERAL KEYWORD!**

For instance, you may be selling a product that caters to the Resell Rights market. Obviously, keywords such as "Internet Marketing" and "Make Money" are too general. Internet Marketing isn't ALL about Resell Rights, and there are a million and one ways to make money besides Resell Rights (like owning a car washing business and selling ice-creams?).

It is crucial, really. Instead, you should **be more specific** on your keywords related to your product or service.

Bid your keywords wisely and you will get the kind of prospects you are looking for. Again, using the same example above, if you are bidding on keywords such as "resale", "resell", "master resell rights", "basic resell rights", etc. you can almost bet that the only kind of person looking and using phrases and keywords like these is a reseller.

More Recommended PPC Search Engines

- ➲ http://www.overture.com/
- ➲ http://www.search123.com/
- ➲ http://www.kanoodle.com/
- ➲ http://www.goclick.com/

eZine Advertising

eZine advertising is one more sure fire low-cost advertising method to reach **hundreds of thousands** of prospects with as low as **under $50.00**.

Yep, that's right – with a few ifs and buts, of course.

In short, you are buying advertising space in other people's eZines. When the eZine publisher sends out his or her next issue out to his or her subscribers, your ad will be published together and get read.

In spite of the low investment (ideal for those who are on shoe-string budgets), some critical success factors in eZine advertising are:

1) **How targeted the subscribers are.**

   If you are selling an "Internet Marketing" product, it would only make sense if you buy advertising space in an Internet Marketing eZine.

2) **How responsive the subscribers are.**

   The strength really isn't in the numbers but the quality of the subscribers. In most instances, a 1,000-strong mailing list can beat a 6 figure subscriber base when it comes to responsiveness. What is the point of advertising to a large pool of subscribers when none of them are willing or ready to buy from you in the first place?

3) **How many subscribers are there?**

   The more subscribers you can reach to, the better.

4) **How compellingly written your ad copy is.**

   You can get your ad sent out to thousands of subscribers but you can fail miserably owing to horrible ad copy. If you are not good ad copywriting, investing a few extra dollars on good ad copywriting will be worth your effort. It would be really lousy to have your eZine advertising campaign fail at the other end of the hurdle!

Other eZine Advertising Questions You Must Answer

There are good and bad investments in eZine advertising out there. If you are a serious low budget, you want to invest as wisely as possible for returns.

Here are a few important questions you should ask potential eZine publishers whom you consider buying advertising space from:

☐ What is the nature of the eZine?

☐ What kind of prospects subscribe to your eZine?

☐ How responsive are the prospects?

☐ Are they willing to pay for information? How much?

☐ How many subscribers are there in your eZine?

Recommended eZine Advertising Resources

Here are some of the eZine advertising resources I can recommend to you:

➲ http://www.wizardads.com/   **(recommended!)**

➲ http://www.ezines-r-us.com/   **(recommended!)**

➲ http://www.ezinead.net/

➲ http://www.admistress.com/

➲ http://www.biddogpit.com/adv_solos.html

eZine Advertising Tips

1. Just like any other advertising campaigns, it would take time for your ad to get noticed. Thus you may have to publish more than once (three times is recommended) in the same eZines.

   Also remember that active eZine publishers with lots of subscribers (as in hundreds of thousands) often mean that they can also be displaying other ads, making yours less noticeable. Therefore, repetition and a compelling written ad that stands out of the rest are vital to your eZine advertising success.

The good thing is that the recommended eZine advertising resources above are **low-cost**, enabling you to reach thousands of prospects possible.

2. Usually, most of the eZine circles that provide eZine advertising are a joint effort of several eZine publishers and led by one eZine publishing leader. Very often, the eZine publishing leader will send the ad you submitted to his or her eZine circle members.

    They will later follow up with you and ask you to confirm your subscription (and order). Most of the time, you are often required to subscribe to see your ad displayed on the allocated eZine issue release date. This can be a tedious process if the eZine publishing circle consists of more than 10 eZine publishers.

    This can result in your Inbox being overflowed by eZine issues, some of which your only intention of subscription is only to see your ad through. Thus you are advised to create a blank email account with the purpose of just seeing your ads being displayed and perhaps place future eZine advertising orders.

Types of Ads

Each eZine publisher has different pricing and ad criteria for their advertising prospects such as yourself. However, the types of ads that eZine publishers normally publish can be divided into these categories:

Solo Ad

Example:

> ***Finally! Discover How You Can Easily Skip the Product Creation Process and Acquire a Collection of Niche Products You Which Can Put Your Name as the Author, Change Their Titles, Edit Their Contents, Put In Your Affiliate Links, and More!***
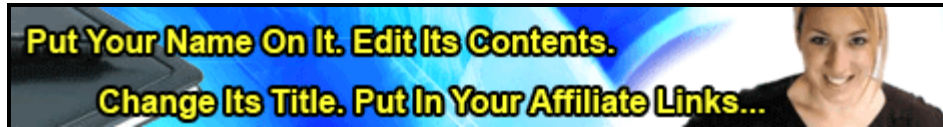>
> ***http://www.easynicheproduct.com/***
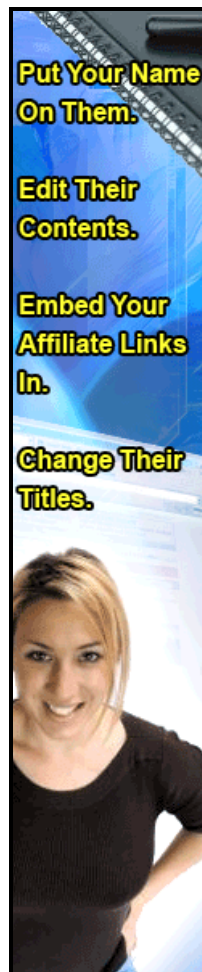
Banner

Example (text):

> **<u>Finally! Discover How You Can Own Your Product You Can Call Your Own (No, This Is Not Resell Rights!)</u>**

Example (image):

Banner (468x60 pixels)

Banner (120x600 pixels)

** Usually, these image banner ads are for HTML-published eZines.

Press Release

This is not exactly "advertising" method in its deepest sense, but I feel it is worth mentioning here for your own information, and by all means, implement it and have this work in your favor!

Although a news release is the most fundamental publicity tool, it is also one of the most powerful documents that you and your business can use in your favor. Again, there ifs and buts to this so there are exceptions to making this work right for you.

Just one news release has the potential to receive publicity that reaches thousands of potential customers.

Your press release can provide publicity that can:

☑ **Increase your sales**,
☑ **Increase your web traffic**, and
☑ **Give you and your business credibility**!

Now, press release is yet another **low cost** alternative you can resort to for **maximum profits**.

For such low-costs, press releases can help build more credibility for you and your business because more often than not, most readers tend to believe the authority and endorsements of reviewers, columnists, reporters, broadcasters, etc.

How to Write an Effective Press Release

Developing an effective press release is an art form all its own. The content must be:

☑ Creative,

☑ Attention grabbing, and

☑ Moving to the reader.

Though this sounds much like the creation of a successful marketing campaign, the idea here is to assemble a final release that communicates ideas and features in a manner that makes the copy of interest to the news-hungry.

You must learn that writing media releases is all about developing a persuasive communication within the framework of a traditional **news story** format.

Warning! Editors tend to quickly throw media releases that make outlandish promotional promises (and even blatant advertising). Avoid using phrases such as:

- This is the best thing ever!
- One-of-a-kind!
- Your life changing opportunity!
- Make a million dollars – guaranteed!

As you can see, writing press releases is **nothing** like writing your own sales letter. If you want get an idea of how to write a press release, just look into you daily papers and see how the reports write out their news without prejudice or even taking sides. (That's the hint here)

Media releases must follow journalistic style in order to be given any kind of consideration. How do you accomplish this task? Here are some tips:

1) **Organize your facts.**

   How should we go about collating all the information and facts surrounding a particular event? A simple rule of thumb is to find answers to questions pertaining to the 5 WH-questions:

   Who, What, When, Where, and Why!

2) **Create a Catchy Headline.**

   Keep your headline short, simple and straight to the point in using as less words as possible, preferably under ten.

3) **Write in third-person voice**

   Every journalist has a duty to provide his readers with impartial facts and figures. He must not be seen as endorsing a company's products or services. Remove "you", "I", "we" and "us" and replace them with "he" and "they".

   Important! Refrain from using any sales pitch in your press release. Draw conclusion from facts and statistics only - not general opinion.

4) Provide extra background information.

You should end your press release with an appendix (or resource box as you probably understand better) that provides brief background information on you and your business.

5) Identify your readers.

As an Internet Marketer, it is vital for you to recognize your audience. Who are they? What is their age group? What kind of language do they understand by?

For instance, if your target audiences are professionals, using technical jargons that only they understand can be perfectly fine.

However, that cannot be the case if you are targeting audiences who are not necessarily from professional backgrounds. It is always safe to use simple English.

6) Relate your message well.

To inspire your readers' interest, you must present your intended message from their perspective. If you have done a good job in understanding your readers, you should have no problem in empathizing with their view and interest.

The **best** way to learn how to write an effective press release is to observe how business news are reported in the business section in your daily papers.

When to Submit a Press Release

Press Releases should be distributed every time something newsworthy happens with your website or products.

The key to press release success here is **newsworthy**. Is your news worth releasing to the public?

Given below are events when you can create a Press Release:

- When you launch a new website.

- When you add new services & products.

- When you arrange offline events like such as seminars.

- When you run contests on your website.

- If you are arranging a charity drive.

Where to submit Press Releases

There are a number of Press Release sites but the following 3 are the most popular. Take note that you do need to spend at least $20-$30 per Press Release sent.

http://www.PRWeb.com/ **(Recommended!)**
http://www.majornewswire.com/
http://www.prnewswire.com/

Additional Recommended Resources

> ⮥ http://www.jingerjarrett.com/Discount-Search-Engine-Submission/

Advertising Tips and Last Words

Given several free and low-cost effective online advertising methods that work, here are the last 6 "must-do" advertising tips that will make the last components of your online advertising success!

The 6 Tips for Online Advertising Success

1. **Remember that ads take time to get noticed.**

   So if you are getting the kind of results you initially expected from your first advertising campaign, don't despair too soon. Very often, it takes time to get noticed and receive the exposure you want. You can only conclude after advertising using the same medium at least more than once.

   If you are not getting the good results you've expected, one or more of your business elements are weak. More of them are explained below.

2. **Use more than one advertising method.**

   Since all of these online advertising methods are free to low cost, it wouldn't hurt your wallet to use more than one online advertising method.

   And also, it tends to be very risky if you depend solely on JUST ONE advertising method, especially Search Engine Optimization.

   For one, almost every marketer is taught to go for the top positions for every keyword imaginable. Can you imagine an army of 100,000 Internet Marketers fighting with each other just to get their site listing on the first page for the keyword "Internet Marketing", let alone the top position?

   Secondly, Search Engine rules tend to change from time to time. You can be in the top position today for a specific keyword and find yourself down in the gutter the next day.

Thus diversifying your advertising methods is strongly recommended. You can go for eZine advertising and still depend on the Search Engine to bring in targeted prospects, for instance.

3. **Invest time (and maybe money) in writing compelling ads.**

    Your ads serve very much the same purpose as a "fish hook". If you don't give your prospect any reason to check out what you have to offer, then there really is no reason for them to explore a better possibility through you.

    The reason I urge you to invest your time in writing a compelling ad is because once it's broadcasted or submitted, you can't change it again. And only time will tell how well your ad will work.

    If you are horrible ad writer, then you will do well to invest an extra few dollars in hiring a capable writer to do the ad writing for you. It may be a few lines – but it's a matter of profiting or losing to you.

4. **Don't bullshit!**

    No one – and I mean **NO ONE** – likes bullshit. Approaching your prospect through your ads can be okay, it never is when you start insulting your prospect's intelligence with lines like:

    Make $1 million dollars doing nothing!

    Work 5 hours a day and make $30,000.00 a month!

    No selling, no recruiting needed!

    Get 1,000,000 visitors for only $29.97!

    Make money with XYZ Program – Trust us!

    As you can see, these words scream "bullshit" to anyone with due diligence. Is that what your business is really about?

    Hint: Usually, scam artists (and even potential ones) think in these terms and use such phrases and slogans in their ads.

5. **Collect subscriber leads.**

    You might be paying for advertising. Regardless of how cheap it can be, it might be a case of "every cent counts" for you. And since your prospect will be visiting your site once through your ad

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(whether it's PPC or eZine advertising), you won't want him to leave just as quick – and never come back.

So, you need to build a mailing list. Get your subscriber to opt into your mailing list so you can follow up with him later with other special offers or even prove your credibility, if you have to.

This is very important because very often, once a prospect leaves your site, there is very little chance he will remember you again unless your site is more unique than the rest of the 18 million sites on the Internet.

6. **Invest in a sales letter that kills!**

Now this is the last hurdle where most advertisers fall at. You might be getting the kind of visits you want, but no one is buying anything from you or perhaps very little, if any at all. Why is this the case?

Well… it probably has to your sales letter!

Whether you are selling a product or collecting leads, your web page has to be written compellingly and persuasively.

Lousy advertising + lousy sales letter = no sales

Lousy advertising + good sales letter = no sales

Good advertising + lousy sales letter = no sales

By now, you probably realize that it takes everything for your sales to roll in. Good advertising and good sales letter must go hand in hand.

This is the reason why most advertisers fail. They lack either one of the elements. You cannot possibly achieve building a profitable business with either one or all of the above being weak.

Thus if you are getting the click-throughs and visits you want, but the sales seem to be bad for some reason – the last suspects are probably your sales letter conversion rate or even your offer for that matter.

In that case, fix your sales letter for the better or even improve your offer radically, if you have to. Do it fast!

If you are not good at writing your sales letter, you can contemplate hiring a copywriter.

This is a costly option, but I should think that paying a few dollars for no returns is more expensive in terms of not your little money, but your time and effort.

In Closing

There you go! You are now armed with all the necessary online advertising "know how" that you need to know.

You also know the 6 critical online advertising success tips – which splits between those who are successful with it and those who are still left wondering what went wrong.

It is my wish that you will profit from these free to low cost free online advertising techniques, whichever one you want to use to your Online Business advantage, and that you would refer back to this report from time to time.

Having said that…

Here's to Your Online Advertising Success!

Joseph Then

- ➲ http://www.EasyInternetMarketingTips.com/
- ➲ http://www.EasyNicheProduct.com/
- ➲ http://www.nkthen.com/
- ➲ http://www.thesecretsofmlmsuccess.com/