

Unique Ways To Get Free Online Advertising

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How To Use Traffic Generators To Get FREE Advertising

You can easily lure people to your Web site by using traffic generators. It could be a free e-zine, service, e-book, contest etc. Giving away these types of traffic generators also gives you the opportunity to get free advertising. There are online directories that will let you submit your freebie information. This is a powerful way to get free advertising. Below are just four of the many traffic generators you could use and some popular online directories to list them at to get free advertising.

Giveaway a free e-book. It's better if the e-book is related to the theme of your business. An e-book is considered software. You can get free advertising by including your ad in the e-book and submitting it to thousands of freeware and freebie sites. People will download it and see your advertisement.

Hold a sweepstakes/contest at your web site. Allow people to enter for free. That alone will draw a lot of visitors to your site. This will allow you to get free advertising because you

can submit your information to contest/sweepstake directories.

Publish a free e-zine. They're free to send and you can include your advertisement along with your content. Trade ads with other e-zines or print publications. You can submit your e-mail newsletter to e-zine directories to get free online advertising.

Start an online community. Moderating and participating in your own online community can give you an expert reputation. The community could be an e-mail discussion group, discussion board, or chat room. You can get free advertising by listing on online community directories.

5 Unique Ways To Get FREE Advertising!

1. Give Testimonials

When you purchase a product or service and it exceeds your expectations e-mail the business a testimonial. Tell them in the testimonial the benefits you got from the product or service. Give them permission to publish the testimonial on the web site if they include your sig file at the end.

2. Leave A Message

When you visit a web site with a discussion board leave a message. You could post a question, interesting content or a compliment about their web site. Include your signature file at the end of the message. Some discussion boards let you post your banner ad or text link.

3. Sign Guest Books

When you visit a well designed web site leave a compliment on their guest book. You could give them a compliment on their content, ease of navigation, graphics etc. When you post your compliment include your sig file so other people will see it when they sign the guest book.

4. Write A Review

When you visit a web site you enjoyed a lot write a review for the web site Write about the benefits you gain from the site, the web site design, interesting online services it offers etc. E-mail the review to the web site. Tell them they can publish it on their web site if they include your resource box at the end.

5. Send An E-mail To The Editor

When you read a good article or enjoy a certain e-zine, e-mail

a compliment to the editor. Give the editor permission to publish the compliment in their e-zine if they include your signature file at the end. The editor may post it on his or her web site.

Online Discussion Board Advertising

Posting messages on online discussion boards is a great way to get free advertising. When you post a message include your signature file at the end. Your signature file should be no more than 5 to 6 lines. Include an attention-getting sentence why they should visit your web site or e-mail your auto responder.

Some online discussion boards allow you to leave text and graphic links at the end of your messages. You will get a better click-through rate with links than just a normal signature file.

Below are three types of messages you could post to online discussion boards:

1. Informative Comments

Post information that would be informative to the people who participate on the discussion board. It could be an article or a study you've completed.

2. Ask Questions

Post a question on the discussion board you would like answered. This will give you a chance to meet other experts and it could lead to a profitable joint venture.

3. Answer Questions

Post the answer to another person's question on the discussion board. When you answer questions you will get known as an expert on the subject.

Before posting to any online discussion board read the FAQ or rules first. They will tell you what kinds of posts are allowed. Read the board for a few days before posting your message to see what type of messages are being posted. Never post messages on a board that are unrelated to the subject.

How To Get Free Advertising By Giving Away Online Content!

Giving away content is a powerful way to get free advertising. For example, give other people permission to use your article on their web site or in their e-zine. The resource box at the end of your article acts as an ad. In return, you get free advertising. It's a win/win situation for both you and the people that need the extra content.

There are many forms of free content. It could be articles, reports, news stories, e-books, e-zines, e-mags, virtual e-mail courses, press releases, web books, etc.

You can take it a step further and make giving away content an even more powerful way to get free advertising. For example, give your free e-book to one person and allow them the rights to also give it away. Do you see what I'm leading up to? Let's say only 20 people download your e-book. Those 20 people may give away your e-book to 20 more people. That's a total of 400 people that have seen your ad in the e-book. And it just keeps multiplying!

If you keep producing free content over a long period of time it starts building up. Now, take all your free content and create an online directory. You can use your free content directory as a web site traffic generator. You can ask people to add the directory to their web site by linking to yours.

In conclusion, giving away content gives you three powerful ways to get free advertising. You can submit free content, allow other people to give away your free content, or have people link to your web site to give away the free content. My advice is to take it one step at a time and this system will bring traffic to your web site over and over for years to come.

Online Business Press Release Writing Tips And Ideas

Press releases are one of the most cost-effective ways to get promotion for your online business. Many entrepreneurs ignore this type of promotion because they don't know how to write a press release. It's important to promote your online business with press releases because of the media all over the internet. The following is a list of some common press release writing tips:

- your press release should sound like news, not an ad
- you should only send your press release to the media related to the topic of your press release

- keep your press release one page in length
- your header, contact information and release date should be at the top of your press release
- use short sentences and double space in between sentences
- your header and first few sentences should capture the readers attention
- you should tell a story and briefly mention your business, product or service in the body of the press release
- proofread your press release many times. Look for grammar and spelling mistakes.

Another reason entrepreneurs ignore promoting their online business with press releases is because they don't know what's newsworthy. Here are 16 online business press release ideas:

- new products or services you're offering on your web site.
- the results of an online survey or poll you've completed
- a virtual trade show or seminar you're hosting.
- a free chat room class you're teaching
- your opening of a new web site
- an online award your business or web site has won
- a free e-mail newsletter you're publishing
- new online products or services you're giving away
- an online business association or club you're starting
- a famous person that's endorsing your business
- a major joint venture you're doing with another business
- a new book or e-book you wrote
- an expert or celebrity who's speaking in your chat room
- a fundraising event you're doing at your web site
- a new contest or sweepstakes you're having at your site
- major sponsorships you're doing online

You can get other press release writing tips and ideas by

reading other businesses press releases, reading how to publications, talking to experts and visiting other media web sites. I hope this article persuades and helps you to promote your business through press releases.

The End