



How to Market on the Internet for FREE!

by Glen Palo

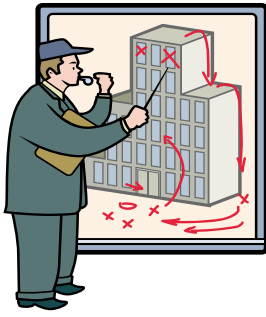
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Introduction

The genesis of this report was the many questions from readers and business associates asking how they could promote their products and services on the internet. They had either started a home business or were part time network marketers without money to start expensive ad campaigns. A number had already approached family and fiends and now were looking for ways to expand their marketing efforts.

Recognizing that many promotional tools and methods used on the internet cost money, I've been asked the harder question "How can I market on the internet for free?" And even harder yet, "How do I develop a cohesive marketing package?"



This report will focus on providing the steps and techniques to enable small or home business owners to plan and market on the internet for FREE! Instead of paying big bucks in developing marketing and advertising campaigns, going the "free route" means using "sweat equity" instead of spending money. I am affiliated with several of the programs discussed in this report and use my marketing sites as examples. They work so why not use them?

Our goal is to help the independent business owner find people interested in buying the services or products offered.

Simply stated, how does the business owner get people to visit their website? Or how does the business owner get the names and telephone numbers or e-mail addresses of people interested in the products or services?

Our strategy as outlined in this report is the process of developing simple, template-driven web pages that can be used to host banners or other forms of advertising with the ultimate goal of "driving" more visitors to the business owner's website. We will show readers how to get:

- √ Free website hosting
- √ Free website promotion
- √ Free advertising
- √ Free banners

Ready? OK, lets go!

Chapter 1 - Free Website Hosting

Introduction

Small or home business owners or network marketers promoting their products and services on the internet should have a clear understanding of the purposes of their websites. Commerce websites can be either product or customer oriented.

A website that is product oriented focuses on the products offered. I refer to this approach as the “catalog approach.” This approach is particularly noticeable for those marketing a variety of products. The website presents products and services using both text and graphics. The product ad copy tends to focus on the features or attributes of the product.

The other primary website approach is customer oriented. Customer oriented websites focus on the benefits the products or services provide to the customer. The ad copy is designed to demonstrate to the customer how the product or service fixes problems for them.

Our approach to internet marketing is to develop websites or web pages that focus on one specific theme related to the product or service benefits. Those business owners who already have their own primary web site developed can use our approach. Business owners who are affiliated with another company and have a company-provided website can also use our approach.

Why Free Website Hosting

Simply stated, the purpose of using a free website is to drive additional traffic to the business owner’s website. The more people exposed to the website will result in more sales.

The [Free Web Page Site](#) provides the name, summary and a rating of some of the more popular free website hosting sites. The [Free Web-page List](#) is another site that lists free website hosting sites and include several recommended hosts.

Why do companies provide free website hosting? Mostly as a means to earn revenue through the placement of advertising on the website hosted on their servers. The free website hosting companies will place an advertising banner either on top or bottom of the page. Some will use pop-up windows. Some do not place any advertising on the hosted websites as they earn revenue through the sale of related products or full service website hosting.

We currently use terrashare.com as well as bizland.com and xoom.com.
Terrashare.com is a new site that compensates its members for the value they create whenever they build a website, contribute to a TerraShare community or market TerraShare.com.

Free Domain Name Registration

Namezero.com, a Silicon Valley company, provides individuals and small businesses with a free .com domain name, domain name POP and Web e-mail (you@yourdomain.com), domain hosting and patent pending Namezero technology that enables a Web experience unlike any other - with nothing to download and nothing to buy - ever.

There is a catch or two with the free offer from namezero.com. First of all, they own the domain name registered for the first year. In the event one of their clients decides they want to move their domain name to another web hosting company, then there is a small transfer fee. The client is then obligated to pay the annual domain name registration fees, which is currently \$35 a year at Network Solutions.

Namezero.com also “frames” your website. This enables them to place an advertising banner on the bottom of the page. As they say there is no free lunch.

OK, I have a free website now. How do I make a web page?

Fortunately, there are several alternatives to developing website content. But first...



The purpose of the website is to generate traffic to the business owner’s website as well as host banners (which will be discussed later in this report).

The question to ask is what kind of visitor do you want to visit your website? Someone looking to buy a membership in a pre-paid legal plan may be looking for the benefits of:

- √ Unlimited telephone consultants with their attorney,
- √ Personal or business document review,
- √ New will or review and revision of an existing will,

- √ Representation in traffic court,
- √ Civil law suit defense,
- √ IRS audit representation or
- √ Guaranteed preferred member discounts.

Another example is a business owner that market complete, turnkey party packages for birthdays, office parties, holidays or special occasions. Someone looking for a turnkey party package would want a product that:

- √ Saves them time because they are too busy to shop for all the accouterments,
- √ Provides a variety of themes,
- √ Provides a convenient way to buy.

Or if a part-time network marketer is looking to sponsor new associates; he would be looking for people who want to:

- √ Own their own business,
- √ Work from home,
- √ Work part time,
- √ Change careers
- √ Make extra income



We are using our website at terrashare.com to find people interested in having their own business. One of the key benefits of having a PPL business is the opportunity to “Get Paid Everyday.” That’s why we elected to use this benefit as the lead headline “**WE GET PAID EVERYDAY!**”

Business owners should develop a theme for their website. Focus on one of the benefits the product or service provides. (Develop multiple web pages with different themes to target different consumers.) Write ad copy with the idea that you want to only provide enough information to get the visitor to click the link to your primary website. Too much information and the visitor will make a judgment without going to the primary website.

Many of the free website hosting companies provide web page makers. They have developed templates where the website owner (you) can choose your background colors, graphics, headlines, text, links etc. Many of the free website host-

ing companies offer the capability to write your own HTML code (strictly for the adventurers or those wanting to learn how to make web pages) and make the pages look exactly they way you want.

Tripod.com has a great site builder “powered by Trellix” according to the ad. The site builder has a variety of templates, graphics and website layout available for use. After logging in to the members’ area, members have the option of using the site builder, TrellixWeb or using the free form editor to build or edit web pages or using the file manager. Tripod also has the ability to publish a Microsoft Office 2000 document as a web page.



When developing the website theme and the corresponding text, do not use corporate logos or corporate names unless you own the logos or have permission to use them. Keep the site generic. You want the visitor to go to your website. If the visitor has too much information, the visitor will decide he has enough to make a decision and elect not to go to your website.

Keep your site generic. Do not use corporate logos or trademarks!

How to Write Effective Ad Copy

Classic ad writing follows the formula, AIDA, Attention - Interest - Desire - Action. Ad copy can take the form of a classified ad, sales letter, product brochure, web page, banner ad, billboard, television commercial, radio spot and more. As a “student” of the industry, not surprisingly, a number of successful ads following the AIDA formula have GRABBED my ATTENTION, sparking my INTEREST to read beyond the headline and actually follow the link to the advertiser’s web site.

In general terms, the purpose of writing ad copy is to find potential customers whose problems can be solved with the purchase of your product or service. The advertisement should address the four elements of AIDA with the goal of compelling the potential customer to visit your web site, send you an e-mail, make a telephone call or take some other action.

ATTENTION: You must first capture your readers' attention. Imagine them scrolling down a page with hundreds of ads in which your ad is listed. An element of the title or subject of your ad copy must emotionally grab their attention as it relates to a problem that requires solving. Since classified ads usually lack graphics, the words you use or the way you use them are critical.

Some words are more powerful than others, or have positive or negative connotation that can be used to draw a reader's attention. The goal of the words used must be to cause the reader to react first and think later. You want the reader to pause long enough to read the remainder of the ad copy.

The title should contain words relating to the benefits of the products or service being sold. To create an attention-grabbing title, list all the benefits of the products and services. Try to list the benefits in emotional terms or words that spark an emotional response. Pick the words that are the most powerful or emotional.

INTEREST: Once the title has grabbed the reader's attention, the body of your ad must arouse a sympathetic response. The response raises the reader's level of awareness of the product or service. The reader wants to know what's in it for him; what benefits will the reader derive from purchasing the product or service. This is not the place to go into great detail about all the product benefits. The goal is to develop desire within the reader.

DESIRE: Once the reader is interested, the ad must then create a desire. While interest is generally created by the beneficial properties of the product or service, desire sparks a more emotional response to the text of the ad. The reader has gone beyond being aware of the product to the point of emotionally responding to the words. The ad copy should be geared to creating a positive feeling like love or freedom. Or the ad copy can be designed to create negative emotion such as a fear of loss. The ad should create a desire that causes the reader to take action.

ACTION: How do you get your reader to act? Simply stated, if the ad copy has grabbed the reader's attention, sparked an interest and created a desire, then tell the reader what to do and be specific. 'Click here,' 'Call now,' or 'Go to.'



Once you have written your ad copy, I recommend that the ad copy be compared to the 'Believability Checklist' at <http://www.achieveusa.com/reports/checklist.htm> as a final review. The "Believability Checklist" checks the ad style, claims, content and audience to help you sell more.

In addition to the ad copy placed on the web page, banners and links to free reports or ads should also be placed on the web page. For further discussion on banners and free ad pages, see below.

Chapter 2 - Web Site Promotion

Introduction

Website promotion is the process of publicizing the website. For the purposes of this report, promotional activities are limited to internet advertising only. Web promotion consists of submitting the website URL to a number of major search engines and directories.

The Big 10 Promotional Tools



The following list is a great way to start promoting your website. These consist of free submission tools that enable business owners to submit their website URLs automatically to a large number of search engines, directories, lists etc. **I highly recommend doing manual submissions to the 12 most popular search engines** (see below).

1. [SELF-PROMOTION](#) - This is the best place to start promoting your site. And best of all it is free to use. Self-promotion allows you to promote your site to over 400 different search engines, indexes, business directories, international indexes, directories and awards.
2. [JIM TOOLS](#) - This is another free utility that promotes your site to 400 search engines and indexes and over 200 Free-For-All (FFA) links pages. Do not use Self-Promotion and Jim Tools in the same week since many of the search engines and indices are same. Compared to Self-Promotion, Jim Tools takes a lot less time to submit to 400 search engines and indexes.

The two free utilities above let you submit one URL to 400 different search engines and indices at a time. However, in some cases submitting your home page URL alone isn't enough. You have to "deep submit" your site. Deep submit is nothing more than submitting each and every page of your site. If you have 100 pages in your site, then you must use the above free, utilities 100 times to submit all of them (possible with Self-Promotion's paid service.) But don't worry. You can use the following deep submit utilities to submit multiple URLs at the same time.

3. [ASSOCIATE-IT FREE SUBMIT](#) - This free utility lets you submit all the pages in your site at one time to 24 major search engines. All the submissions are done in real time; you can watch the submission results as they happen. Depending on the speed of your internet connection and the number of different pages

you are submitting, this may take anywhere between three minutes to a few hours. The good thing is that you can start the submission and then surf the Net as usual in a different browser window.

4. [THE PROMOTER](#) - This is similar to Associate-it Free Submit, but it will submit multiple URLs to 800 search engines, indices, FFA pages, classifieds, etc. at one time. This works much like Associate-it Free Submit. You can start the submission and then browse the Net in a different window. The Promoter also notifies you when it's time to resubmit your site.

5. [ANNOUNCE IT AMERICA](#) - One more free utility that submits multiple URLs to 300 search engines, indices, FFA links, classifieds, etc. at one time. This works like Associate-it Free Submit and The Promoter. You can start the submission and then surf the Net in a different browser window.

By using the five utilities above, you have submitted your site to most of the search engines and indices. It may take anywhere between three weeks to six months for your site to be indexed.

6. [OPEN DIRECTORY](#) - Recently, when Netscape purchased NewHoo, the Open Directory, I was quick to submit my site to be included. The only complaint I have with the Open Directory Project is that the editor in the category you are trying to submit your site to may be your competitor and may try to list your site lower in the list. But you can submit your site to three or four different categories if it belongs. Recently, Lycos and HotBot adopted the Open Directory, and Altavista is adopting it soon, so getting listed with the Open Directory may bring you a lot of traffic.

7. [DIRECT HIT](#) - A lot of search engines like HotBot, MSN and others have recently adopted the Direct Hit search technology. Getting listed with Direct Hit may also bring in considerable amount of traffic, but your site has to be somewhat popular.

8. [GOTO.COM](#) - Even though it is not free, GoTo.com can bring targeted traffic to your site at a low cost. To get listed with GoTo.com you have to open an account with a minimum of \$25, then bid on keywords that you would like to target. The minimum bid for each keyword is \$0.01. I would recommend bidding \$0.01 on 500-1000 keywords related to your site. You can bid high on 5-10 keywords that are really important to your site and bid \$0.01 on others.

To generate 500-1000 keywords related to your site, use Jim Tools keyword generator at <http://www.jimtools.com>. If you type in two or three keywords related to your site, the keyword generator searches the web for similar sites and compiles list of keywords by reading their Meta tags. Usually, if you bid on 1000 keywords, you will get between 75-100 hits a day.

9. [YAHOO!](#) - Even though getting listed on Yahoo is a pain and it may take up to six months, most sites get the majority of their traffic from Yahoo! Also try submitting to Yahoo! Local or International, if your site fits. If you submitted your site to Yahoo!, and nothing happened for four or five weeks, try submitting again in the same category, or maybe in a different category. You can get good tips on how to get listed on Yahoo! at search engine forums at <http://www.searchengineforums.com>. Do what ever you have to do, but get listed on Yahoo!

10. [PRWEB](#) - Press releases are one of the most effective ways to generate traffic to your site. If written well, they can be very effective. Over 90 percent of press releases are sent out by the companies or sites trying to generate traffic or publicity. Write a press release and distribute it free of cost using Prweb.

Here is what most consider the top search engines:

- 1) Alta Vista <http://www.altavista.com/>
- 2) AOL Netfind <http://www.netfind@aol.com/>
- 3) Excite <http://www.excite.com/>
- 4) HotBot <http://hotbot.lycos.com/>
- 5) Infoseek <http://infoseek.go.com/>
- 6) Lycos <http://www.lycos.com/>
- 7) MSN <http://home.microsoft.com/>
- 8) Netscape <http://www.netscape.com/>
- 9) Open Directory Project <http://www.dmoz.org/>
- 10) Snap <http://www.snap.com>
- 11) Webcrawler <http://www.webcrawler.com/>
- 12) Yahoo <http://www.yahoo.com/>

While on the subject of website promotion, one of the aspects involved is the use of automated submission software.

Reasons you DO want to submit with auto-submit software everywhere else possible:

- a) Time. Auto-submit programs can effectively submit as many web pages as you need submitted to over 1000+ search engines, directories, and FFAs in about 20 minutes or less per page. It could take you well over 48 hours to do just one page manually.
- b) With some of the major search engines a higher relevance is placed on your website the more websites that link to your website. This is something the auto-submit programs do VERY well. You just can't tell where your traffic and sales may come from. True, the main search engines can give you more website traffic than 1000 smaller directories and FFAs. But that is not to say that you won't get ANY traffic from the smaller directories and FFAs. In my opinion these sites are NOT worth submitting to manually if for no other reason than the time required, but ARE worth submitting to with a good auto-submit program.

Leon Brickey, webmaster of Appalachian Online Marketing, <http://www.appalachianmarketing.com>, contributed the portion titled "The Big 10 Promotional Tools." Find everything you need to turn your struggling business into an explosive moneymaker! Free subscription to **Absolute Internet Marketing Resources Ezine** containing the most current, up to date online marketing resources on the planet. Send e-mail to:

ezine-subscribe@appalachianmarketing.com?subject=art-sub

Chapter 3 - Free Advertising

Introduction

Free advertising on the internet can take three forms. First and probably most popular is the placement of classified ads on classified ad and Free-for-All (FFA) sites. Classified ad sites are similar in nature to a classified ad section in a newspaper. FFA sites maintain lists of links; usually nothing more than a headline hyperlinked to another site. A second form of free advertising on the internet is the ad network system. This system is based upon the use of replicated web pages. And finally, another form of free advertising on the internet is participation in newsgroups and forums and using signature files.

Free Classified Advertising

There are literally thousands of advertising sites including Free-for-all sites that accept free postings from advertisers. The best strategy is to place your classified ads in the more popular classified ad sites to improve the chances your ad is read by people seeking either the services offered or your business opportunity.

Drawbacks of placing classified ads include receiving counteroffers from the classified ad site owner or from other people scanning classified ads for leads themselves. I highly recommend that associates wanting to place classified ads set up a separate e-mail account at one of the free e-mail account sites like hotmail.com or mailcity.com. Use this “throw away” e-mail account in all your classified ad postings.

Advertising Secrets has a good list of the top free and low cost advertising sites on the internet. Their website URL is <http://www.advertisingsecrets.com/classifieds.html>

One of the best lists of places to advertise is:

<http://www.uran.net/imal/mother.html> – Mother of All Classified Links

A good tip for placing classified ads is to prepare a text file of your classified ads and when starting an internet browsing session, place 5-10 ads by copying and pasting the ad from your ad text file.

As I mentioned above, one of the drawbacks of posting classified ads is the number of counteroffers generated as a result of posting ads on classified ad sites.

Hot Tip!

But turn this around. What if you had your own classified ad site? You would have the opportunity to send an ad to the people posting their ads on your site!

But wait a minute! You just said to use a throw away e-mail account to collect all the counteroffers.

I sure did! I look at the counteroffers for two reasons.

First, I am always looking for good ad copy. Looking at ad titles and text is a great way to get new ideas for advertising copy. I look to see what pulls. What works.

I also look at ad copy for products and services that I can personally use. It is also a great way to network. I communicate with the advertiser to say that I saw their ad and am interested in their product or service. I also say that I have a product or service that they “may or may not be interested in” and ask them to look. They may not be interested, but there is the chance that they know someone who could use the product or service. It’s the old “*scratch my back and I’ll scratch yours.*”

The following sites are representative of **FREE** classified ad systems:

<http://www.websitings.com/classads/sites/2786118.htm>

<http://www.links2u.com/?389414>

<http://www.adlandpro.com/default.asp?rep=16359>

<http://www.trafficdirectory.com/cgi/members/GP3612>

Ad Network Systems

An ad network system uses a network of replicated web pages that contain a number of advertisements, usually no more than eight or ten. The advertisements can be in the form of a short classified-type ad or a short report about the product or service. Advertisers joining an ad network system receive a replicated



web page and place their advertisement in the top place. Since the replicated web pages contain a fixed number of advertising spots, the bottom ad falls off.

By promoting the ad system, the advertiser is able to have his ad placed on larger number of replicated websites. When people visit the advertiser's web page and sign up, their ad goes into the #1 position and the advertiser's ad moves to the #2 position. As this process is duplicated over time, the advertiser has thousands of ads.

The following are representative of ad network systems:

<http://www.adnetworknu.com/st/2771579.htm>

<http://www.achieveusa.com/freehits.htm>

<http://freelinksnetwork.com/links/pmg8088>

Newsgroup/Forum Participation

There are a number of internet forums (including AOL) and newsgroups where participants can discuss home businesses, network marketing, MLM. By exchanging views with other participants, associates are able to establish relationships or make participants aware that you are a source of products or services or the business opportunity. The forums are good sources for basic network marketing information and tips used by other people. Some of the more popular forums and newsgroups are:

Forums:

<http://www.mlm.com/cgi-bin/bbscnfg.cgi>

<http://www.mlm911.com/overcame.html>

<http://www.mlmforums.com/forums.html>

<http://www.talkbiz.com/cgi-bin/mlm.cgi>

<http://www.mlmwoman.com/bb.htm>

<http://www.mlmsuccess.com/cgi-bin/forum/dcboard.cgi>

<http://www.onlinemlm.com/ubbcgi/Ultimate.cgi?action=intro>

Newsgroups:

alt.business.home

alt.business.multi-level

alt.make.money

Creating Signature Files

Signature files are footers that are attached to the bottom of every email message you send out - whether initiating a conversation or responding. It should be short but clear. The signature block can also be added to forum or newsgroup postings. Some forums and newsgroups have an optional signature block feature added to their system. Every time you post a message to their system, your signature file is added at the bottom of your post. It may look something like:

[your company name]: Eat great, lose weight, & make money
1-800-xxx-xxxx (recorded message)
1-xxx-xxx-xxxx (Fax on Demand)

or

Glen Palo
Independent Associate
Pre-Paid Legal Services
<http://www.prepaidlegal.com/go/virginiaplans>

or

We Get Paid Everyday!
Find out how by visiting
<http://www.prepaidlegal.com/go/virginiaplans>



Chapter 4 – How to Promote Your Business with Free Banners

Introduction

I doubt that anyone surfing the internet has ever failed to see a banner or two. It's pretty simple to explain why there are so many banners. They work! And there are not many other forms of advertising that can be placed on the internet.

Banner exchanges are the free way of placing advertising banners on thousands of web pages. While many people just receive a small increase in traffic from banner exchanges, it is possible to receive more visitors and paying customers from banner exchanges than from the Search Engines as discussed above.

But, before going into the details of banner exchanges, how does an advertiser get a free banner?

Free Banners

Advertisers can either make their own banner or use one of the online banner generators. For the sake of expediency, we will discuss online banner generators only since making your own banner will require a graphics program and time.

A number of graphics designers offer free banner services on the internet. They offer banners for free as a way to showcase their design skills and generate additional custom design work or to sell other services or products.

The online banner generators use design templates. The advertiser usually has a choice of banner layouts, background design or color, choice of font etc. Obtaining a free banner is straight forward; pick a design, background or color, enter your banner text into the online form, hit the submit button and the banner will be generated in minutes. Then copy and save the banner to your hard drive for use later.

The following websites offer free banners:

<http://www.web-animator.com/>

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

<http://www.coder.com/creations/banner/>

<http://www.stkusers.com/banners/>

<http://www.coolarchive.com/logogen.cfm>

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

<http://www.stuff.uk.com/banners/index.shtml>

<http://www.mediabuilder.com/abm.html>

What are Banner Exchanges?

Banner exchanges are simply swapping one banner for another. Link Exchange is a great example; it is by far the biggest and most popular banner exchange program. By joining their banner exchange program and placing your banner in their system, they will randomly place different people's banners on your site. In exchange for this benefit of having their banners displayed on your site, you are given credit for your site's traffic (hits) and they place your banner on other people's sites in a predetermined ratio. Some banner exchanges do this on a 2:1 ratio (For every 2 hits your site gets, your banner is displayed once) and some of the banner exchanges are little more generous even providing all the way up to a 1:1 ratio.

How to Produce Mega-Traffic From Banner Exchanges¹

Now, this is where many people have stopped when working with Banner Exchanges. They join one of them. They create a nice banner. Then, they let it take its course. Just doing this is good, but it will not produce MEGA-TRAFFIC. For example even if you produce an AWESOME banner and get 1 hit through your banner for every 10 times it shows (That is a great number of hits), you still are only getting 1/10 at best of the traffic at your site from the banner exchange. That is not nearly enough. To produce lots of traffic through banner exchanges takes a little thinking...

Here is the secret that I have learned: Join **ONLY** the banner exchanges which give you credit for other people who sign up in that exchange through your site. I personally am a member of 3 different banner exchanges. **EVERY** single one of them gives me credit when someone signs up for their Free service through my site. Most of them are giving me credit for hits equal to 10% of whoever's site I referred to them. In other words, when someone who gets 1,000 hits a day on their website joins through my banner on my webpage I will receive credit for 100 hits a day... That is **EXTRA** banners that will be shown for me automatically **EVERY** day from now!

When I have 20 people joining a banner exchange through my site and each one of them averages 100 hits a day - That is 2000 total hits or 200 banner credits for me. That is extra hits I will get every day automatically. These referrals can begin to build over time until you are getting a whole lot more credits from your referrals than you are from your own website.

Now, multiply those banner viewings by joining 2, 3, or 4 banner exchanges and you can start getting the picture. A year from now (I didn't say this was a get rich quick scheme) you can be getting thousands of hits daily from the your own credits and the credits of those you have referred to the banner exchanges.

Which Banner Exchanges Should You Join

Let's get down to the basics of which banner exchanges I recommend you join to start putting this plan into action on your website. As I said above, I am personally a member of 3 banner exchanges. I have joined and reviewed more of them, but I am most satisfied with these three exchanges... And I can honestly recommend that all my readers get involved with them as soon as possible.

#1 - LinkBuddies

The first site recommend that everyone join is Linkbuddies. I have placed them first on the list because for those who don't have banners already, LinkBuddies will supply you with one. So even if you don't have a banner yet, you can start getting involved in this plan. Go to their Link at:

<http://www.linkbuddies.com/start.go?id=114715>

Give it a minute, it sometimes takes a little while to load. Once you get there, click on JOIN NOW. Then, fill out the forms as provided. This banner exchange is FREE just like the others. If you do not have a banner of your own, select the option of having a pre-made one. Linkbuddies has actually created a nice selection of banners for most sites and their banners do pretty well.

Linkbuddies will give you an html code to place on your website. All you have to do is copy it and paste it right into the html of your website where you want the banner to go. I advise you to choose the longer one, which is available in the Members Area, because it includes the link to Linkbuddies while the shorter versions do not. Remember part of the key to this traffic building system is being able

to refer others and you will need the code, which contains a referral section, so that you will be able to do this. Linkbuddies gives you a 10% credit on anyone you sign up to them.

Link Buddies gives a FREE Bonus of 500 extra banner showings just for joining. This along with the fact that they have good banners for those who don't have one yet makes it a good place to start.

#2 - Net-On Banner Exchange

Next, I recommend that you join the Net-On Banner Exchange. Net-On makes sure that your banner is highly targeted and they also offer 10% credits for all of the referrals you send to them. You can go to their site at:

<http://www.net-on.net/cgi-bin/mpartner?nb42524>

Go through their application there and make sure to target your advertising in the manner that will benefit your website the most. This is one more way to begin building a traffic jam at your website. It is really hard to imagine having too much traffic at a website... Use every one of these banner exchanges to their fullest extent.

#3 - GSA-Net Banner Exchange

The last banner exchange I am a member of is GSA-Net. They have well targeted groupings for the banners AND they have the HIGHEST ratio of hits on your site to showings of your banner. It is possible to have a ratio as high as 1:1 on their service. This makes them the best for people who aren't going to take advantage of using referrals for awesome traffic. Go to their signup site at:

<http://einets.com/stats/referral.cmdl?referral=GSA2000720>

There you will be able to sign up, get the code for your site, and upload your banner... GSA-Net doesn't give a percentage of the traffic for referrals like the others I mentioned above. Instead, they give you a 250 banner credit for every referral. I personally do not like this as much as the percentage based referrals, BUT it can give you a quick boost for most sites you have referred. That 250 banner credit would be equal to 2,500 hits on other referred sites, and it is given to you one week after someone is referred to them by you.

Basics of Banner Exchange Profits

Above you have a basic plan for getting signed up in each banner exchange. The next step is to start referring others to them through your website. For this, I recommend that you create a separate section called “Creating Major Traffic through Free Banner Exchanges” or something like that.

On this website that you created, give a quick paragraph or two about why someone should one to join these banner exchanges. Then, place each of your banners and then quick instructions on how to join each one (Making sure to give the correct information so that you get proper credit).

There are two major advantages of this. First, you can give clear instructions on this page and get a lot of signups (Don’t forget to place this page on the Search Engines using keyword html with “Free internet advertising, free banners, etc.”). Secondly, you get the extra traffic counts as the banner exchange for each of the banners on this page giving you extra banner credits so your banner is shown more often.

This banner exchange won’t give you immense traffic overnight or even by next week. What it will do is slowly and surely increase your traffic each and every week you are advertising online...

¹Excerpted from Terry Dean’s article on Banner Exchanges. Terry is the webmaster at <http://www.bizpromo.com> For FREE Information on how you can develop your own automatic internet money machine, email emailmarketing@aweber.com for more information and a free report today!

And that's that!

Hopefully, I have shown you how to market on the internet for free using the available free tools.

To sum it all up, to increase sales or sponsoring that will improve your bottom line:

- √ Create free web pages using free hosting services
- √ Promote the free web pages and associate websites using free promotion tools
- √ Write and place free advertising
- √ Create free banners
- √ Exchange banners



Chapter 5 – May I Ask You a Question?

Has this report met your needs? I would like to hear feedback, both good and bad.

Send your comments to:
palo@achieveusa.com

If you are interested in further reading about proven internet marketing techniques from internet marketing leaders, I highly recommend the following two books.

Ken Envoy's "Make Your Site Sell" available at:

<http://www.sitesell.com/marketing.html>

Terry Dean's "Scientific Internet Marketing" available at:

<http://www.makeyouradsworkonline.com>

For more free reports and tips on internet marketing, please visit:

<http://www.achieveusa.com>