

Soooo many advertising methods... So little time!

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By Sheila Garghill

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The Internet seems to scream "Use me"! It is the perfect medium for advertisers in just about any field.

From Pokemon to The Senior Citizen's Page, it's ALL here.

Here's what the Mass Institute of Technology says:

The rate of the web's growth has been and continues to be exponential, but is slowing in it's rate of growth. For the second half of 1993, the Web had a doubling period of under 3 months, and even today the doubling period is still under 6 months.

More Web statistics can be found at:

<http://www.mit.edu/people/mkgray/net/web-growth-summary.html>

Amazing isn't it? Especially when you are out there working your fingers to the bone trying to earn a living online.

You could feel the hopelessness of the situation if you didn't unconditionally believe in yourself and your business. So many millions out there with money to spend, how do you corral them?

What do you do?

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Too many expect and hope that they can find these qualified leads for free.

Do you know what you find for free? Freebie seekers! These are not the quality prospects that you need to keep your business humming.

Expect to spend a little to promote. Budget your advertising monthly. No need to spend a fortune but you should expect that you'll get what you pay for.

Tracking is an excellent information gathering reference. Track everything you put out. Email, Signature File, Website, Ezine and Newsletter Adverts, etc....

I am sure you have been inundated with information on tracking so I won't go into it here but if you would like info, email me.

I have recently dropped all paid safelists due to tracked statistics. No response equals wasted time.

There are a lot of email addresses on these lists but if there is no response, why bother? Sure they are spam free but they don't produce.

Ezine advertising is productive. Publishers who have taken the time to build a qualified list will advertise to that list for minimal cost.

Ezine lists, no matter what size circulation are qualified. If the newsletter is very targeted, you could find that a small list is **EXTREMELY** productive for you.

Publishers work hard to get and keep people returning to their site every week. That means the subscriber is qualified.

Great way to advertise.

Other quality ways? Opt-In email services like

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Postmaster Direct or other email marketing services of that caliber. A little more expensive than ezine ads but the same premise.

Other ideas include paid Yahoo classifieds and Ebay is very effective for the small fee they charge AFTER the sale is made.

Target your ads in a perfect category and you have found yourself a winner!

Now that you have a few good suggestions, you'll have to hone your writing skills because no matter how good the list, you'll need to relate the benefits of purchasing YOUR products in a professional way.

Don't feel like writing or not enough time? Hire a writer or researcher to look things up for you.

I'm telling you, it's all here! What is your need? You can find a way to satisfy that need or hire someone to find it for you.

Take a look outside the free zone.

You will find something that is PERFECT for you...

Sheila Garghill's background is in Engineering, specializing in Cadd. Later progressing to Internet entrepreneurship, She is a published author and owner of her own weekly Ezine, both being her ongoing passionate endeavors. To see her latest venture, visit <http://Ideally-Yours.com/>

All About Internet Advertising Methods

By David Riewe

People opt for internet advertising methods because practically half of the world's population knows HTML. If you have your own business, you have to decide on what internet advertising method works for you. Ask yourself what are you going to avail of: the expensive internet advertising methods or the cheap ones? Others will pipe in "expensive!" immediately, but they don't know cheap internet advertising method attracts great benefits as well.

Here's the lowdown and a comparative look on the cheap and expensive internet advertising methods:

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The Expensive:

1. Pop-ups. Not only is this expensive, but also outright annoying that visitors close pop-up windows without even bothering to know what they're all about. This is an internet advertising method that you can do without.

Fly ads are derivatives of pop-ups which are also equally irking to the visitors.

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2. Pod casts.

Broadcast is to TV as pod cast is to internet. It's one sophisticated internet advertising method that can somehow hamper your budget. But if you're thinking results, pod casting is worth the money.

3. Paying the search engines.

How does this one work? When someone types in a keyword related to your site, your URL is automatically included in the first page of the top results. Fixed payment for the search engine allows just that. Expensive, yes, but if we're talking about Google and Yahoo search engines here, then don't give it a second thought.

This is associated with another internet advertising method: the pay-per-click system.

The Cheap:

1. Blogging.

Go along the bandwagon and blog about your website. This is an internet advertising method that is popular as of the moment, so you never have to worry that this will never spur outcome. All you have to do is sign up for a blogging account, post and voila! You don't even need to pay!

2. Submit to not-so-big search engines.

This is cheap and dependable. If you submit your site to smaller search engines, you have bigger chances to get bigger results. Remember that the search engine giants can dwarf and overlook your site easily, so this internet advertising method might just be the right one for you.

3. Text links.

This is not just cheap...this is virtually free! Let someone text link your site and return the favor.

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Cheap versus expensive, that's always the question that hounds on whenever we're trying to get something. In the field of internet advertising, just be wise enough to figure out what will suit your needs. Go for what you want as long as there are visible results.

Little Known Minnesota Man Making Six Figures Per Year Online, From the Comfort of Home, Reveals His Top Internet Money-Makers.

<http://www.push-button-online-income.com/pbi>



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