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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**10 Profitable Ways To Promote Yourself!**

**By Larry Dotson**

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People will feel more comfortable purchasing your products if you give them a little information about yourself or business. The information could be your profile, employee profiles, overall business history, education credentials, awards you've won, etc.

Below are 10 ways you can use to promote yourself.

1. Teach a free chat room class on a subject related to your business. You could install a chat room on your web site or use a free one from another web site. Before the class starts tell them a little about yourself.
2. Publish a free e-zine. Use some of the extra space in your e-zine to write about yourself or business. This could be called "A Note From the Editor".
3. Publish a section on your web site called "About Us". With your information you could also include pictures. This shows people your not hiding behind your business.
4. Write an article on your area of expertise. Include a resource box at the end of the article. You can add information about yourself in the resource box. E-mail the article to web sites or e-zines that accept article submissions.
5. Create and giveaway a free ebook. In the ebook include a section called "About The Author". Also,

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include an advertisement for your business.

6. Participate in online communities like newsgroups, discussion boards, e-mail discussion lists and chat rooms. You will meet many people and in return they will get to know you.

7. Donate your time, products, or services to charities. You can list the charities you've contributed to on your web site. This will show visitors that you and your business care about others.

8. Promote yourself offline; teach a free class offline, speak at business seminars, join a business club or association. Assemble fundraisers for charity. These are just few ideas to promote yourself offline.

9. Offer free consulting to your visitors. You could do it via e-mail or phone. They will get to know you and feel more comfortable buying your products.

10. Publish information about yourself and business history in your ad copy. While people are reading it they begin to trust you and your business. Don't over do it though, you want to keep them interested in your product.

### **3 Popular Niche Marketing Misconceptions**

**By Steve Schwartzman**

Specializing in Niche Markets has never been as crucial as it is today. Long gone are the days when you can target general, broad markets and make money from them.

To make money in today's Internet Marketing environment, one must specialize in well defined niche topics.

Lets examine a few misconceptions when it comes to niche marketing.

Misconception #1: You do not have to be an expert in the Niche field you choose!

Everyone says you should only choose a Niche that you are an expert in...nonsense!

The Internet is so impersonal that you can easily appear as an expert and not know anything about

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that particular niche topic. The key is to appear as an expert. How? You can outsource, build niche sites with no interaction such as blogs, purchase resale rights to an ebook in a particular niche. You see, you can choose to profit from any niche you like.

Misconception #2: Choose one niche market and stick with it.

Not true! Once you establish yourself in one niche and develop a profitable system, choose another one and run with it. You can even choose a pen name if you like, it's common practice to do so.

Niche marketing is a numbers game. Once you find a profitable niche put it on auto-pilot and choose another niche market to get into.

Misconception #3: The best way to make money in the niche game is to promote niche products as an affiliate.

Wrong again! Sure, becoming an affiliate and promoting niche products can be very profitable, but if you are doing this, you're not maximizing your income.

You need to promote your own landing or squeeze page where you collect the e-mail address of the visitor, and then sending him or her to the niche product you are promoting. You should also send out an e-mail course with informative information pertaining to that particular niche market to gain the visitors trust. Since your subscriber now trusts you, you can recommend products in that niche again and again, knowing your recommendation holds a lot of weight.

Those are three popular misconceptions when it comes to niche marketing. Follow the tips above, and you will be more likely to succeed. Remember, it is important to find a profitable niche, set it up so it is on auto-pilot, then move on to the next niche.

Not all niche markets will be a slam dunk, so don't get discouraged.

Even if one out of ten become really profitable, sit down and smile, you've hit the jackpot.

Steve Schwartzman is a veteran Internet Marketer and founder of the popular membership site Niche Time. He will take you by the hand and show you how to profit from at least 3 different niche topics each month, even if you know nothing about them! Build many e-mail lists and profit from them for years to come. Visit



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